

ADVERTISING

Balmain reunites super talents for powerful spring campaign

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Balmain spring/summer 2016 ad campaign

By STAFF REPORTS

French fashion house Balmain is enlisting a trio of top models in its army for its spring/summer 2016 campaign.

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The pared down black-and-white imagery shot by Steven Klein features Claudia Schiffer, Cindy Crawford and Naomi Campbell, three supermodels who became household names by the early 90s and who have inspired creative director Olivier Rousteing from adolescence.

Famous faces

As Balmain introduced the campaign on social media, Mr. Rousteing's words explain that this photo shoot was a "dream come true." When he was younger, editorials featuring the models were some of his first glimpses at the metamorphic properties of fashion, and he says he still attaches their photos to his mood boards today.

This is the first time Mr. Klein photographed a Balmain campaign. Like the effort's faces, he is included among the "four singular talents" that have been a source of inspiration from the beginning.

Within the campaign, directed by Pascal Dangin at KiDS Creative, the models are pictured against a stark white wall, letting their posing be the focal point.



Image from Balmain's spring/summer 2016 campaign

While they may not be strutting runways as frequently these days, the supermodels of the 90s are still in demand.

For instance, Burberry's spring/summer 2015 campaign featured Ms. Campbell alongside model Jourdan Dunn ([see story](#)).

Meanwhile, Ms. Crawford serves as a brand ambassador for watchmaker Omega. Helping to bring attention to its humanitarian efforts, the model filmed a documentary about Omega's support of Orbis International as the nonprofit combats visionary disorders in undeveloped countries ([see story](#)).

Other campaigns have reunited supermodels, drawing on their combined celebrity.

Department store chain Barneys New York celebrated iconic women in fashion with its spring 2015 advertising campaign that featured some of the most famous supermodels of all time.

The campaign, titled "Better Than Ever," depicted a fantastical ladies getaway in Miami, with the women frolicking in the company of young men who attend to their every need. Bruce Weber, the photographer behind the shoot, has been responsible for many of Barneys' most recent campaigns ([see story](#)).