

COMMERCE

Balmain extends brand vision to inaugural children's collection

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Styles from Balmain's first children's collection

By STAFF REPORTS

Citing Kim Kardashian West's daughter North as a muse, French fashion house Balmain has introduced its first children's line.

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Balmain creative director Olivier Rousteing announced the collection on his personal Instagram saying, "Welcome to my new Balmain Kids!", with the brand's official channels following suit with a personal statement from the designer. Childrenswear has become a focus for many high-end brands and retailers, with a number launching dedicated lines and opening in-store areas exclusively for children's apparel and accessories.

Tutus North will die for

Balmain's children's collection features 55 pieces and includes clothing for boys and girls, ages 6 to 14. As for style, Mr. Rousteing extended Balmain's military influence typical of its adult collections for the children's wear line.

Within the Balmain Facebook post announcing the line, Mr. Rousteing and brand CEO Emmanuel Diemoz take pride in creating the collection in-house rather than tasking its design to a licensee. Both Mr. Rousteing and Mr. Diemoz are committed to presenting a cohesive vision and standard of quality across all the brand's offerings.

In a statement, Mr. Rousteing explained further, saying, "One of the things that we both love is visiting Balmain's boutiques and watching couples shop together. This house offers them a unique vision that can easily be recognized in both the men's and women's collections.

"Because of that, we couldn't possibly introduce a children's line without guaranteeing that it met the same exacting standards and style. The only way to ensure that was for me to assume complete creative control – Emmanuel and I knew that may team and I had to design and oversee each step of the collection right here, in Balmain's Paris ateliers."



Balmain's inaugural children's collection

Pieces within the collection include Balmain's signature offerings, just in smaller sizes. This includes Japanese-denim jeans, quilted perfectos, thick cabans and double-breasted coats.

Retail prices range from \$205 for a sleeveless tee to \$5,961 for an embroidered black dress. The collection will be in Balmain boutiques and online at Balmain.com next June.

High-profile designers have set sights on the youngest of consumers, aiming to make a lifelong connection with growing fashionistas.

In November 2015, fashion label Karl Lagerfeld let the cat out of the bag with an exclusive preview of its first kids collection on online children's wear retailer Melijoe.

The spring/summer 2016 line features cartoon drawings of designer Mr. Lagerfeld's cat Choupette, so fittingly she makes an appearance on the site for the launch, taking over the homepage and bouncing around the product pages interacting with the fashions. Premiering this collection on a children's wear specific retailer gave the brand the opportunity to reach parents and their kids in an immersive way ([see story](#)).

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