

APPAREL AND ACCESSORIES

## Olivier Rousteing shares love of football for high-fashion NikeLab capsule

May 24, 2016



*NikeLab x Olivier Rousteing: Football Nouveau collection*

---

By STAFF REPORTS

Balmain's creative director Olivier Rousteing is injecting his "golden touch" to athletic wear for his second high-profile collaboration.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Mr. Rousteing announced an upcoming collaboration with NikeLab on his personal Instagram account May 22, with Balmain lending its support in the days following. After the success of Mr. Rousteing's collection designed for mass market retailer H&M ([see story](#)), it is highly likely that the designer's work with NikeLab will receive as much attention.

For the love of the game

The images shared to the designer's Instagram account shows Nike's logo along with posts of Mr. Rousteing with footballer Cristiano Ronaldo and a number of models, creating a "dream team." The captions tell that the images were photographed by Robbie Spencer for Dazed magazine.

On Nike Lab's Instagram, Mr. Rousteing is featured in a short video where he discusses his inspiration and how he "merges high performance and high design to create a modern take on Nike Football heritage" for the collection.



*Cristiano Ronaldo and Olivier Rousteing for NikeLab*

Pieces in the capsule include black and gold track jackets reflecting Mr. Rousteing's military silhouettes and black sneakers with gold accents.

Mr. Rousteing has been an avid football fan since childhood. In a statement shared to NikeLab's Web site the designer said, "Fashion is usually about the catwalk and the glamour, but with Nike it was about performance and the athletes. What I love about this collection is that we are integrating the iconic style of football into sport style."

The NikeLab x Olivier Rousteing: Football Nouveau collection will go on sale June 2 at NikeLab stores and [nike.com/nikelab](https://nike.com/nikelab).

*Football Nouveau from NIKELAB on Vimeo.*

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.