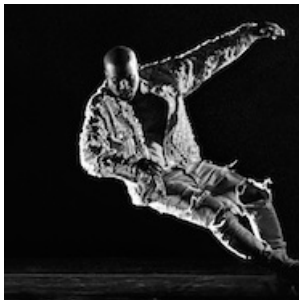


APPAREL AND ACCESSORIES

Balmain army reenlists Kanye West for fall ads

July 26, 2016



Kanye West for Balmain fall/winter 2016

By STAFF REPORTS

French fashion label Balmain is portraying the intersection of music and fashion in its fall/winter 2016 advertising campaign.

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Starring music artist Kanye West and model Joan Smalls, the effort shows the pair mid-motion against a dark backdrop. As the first few images were released on Instagram, the brand told followers to #BeReady.

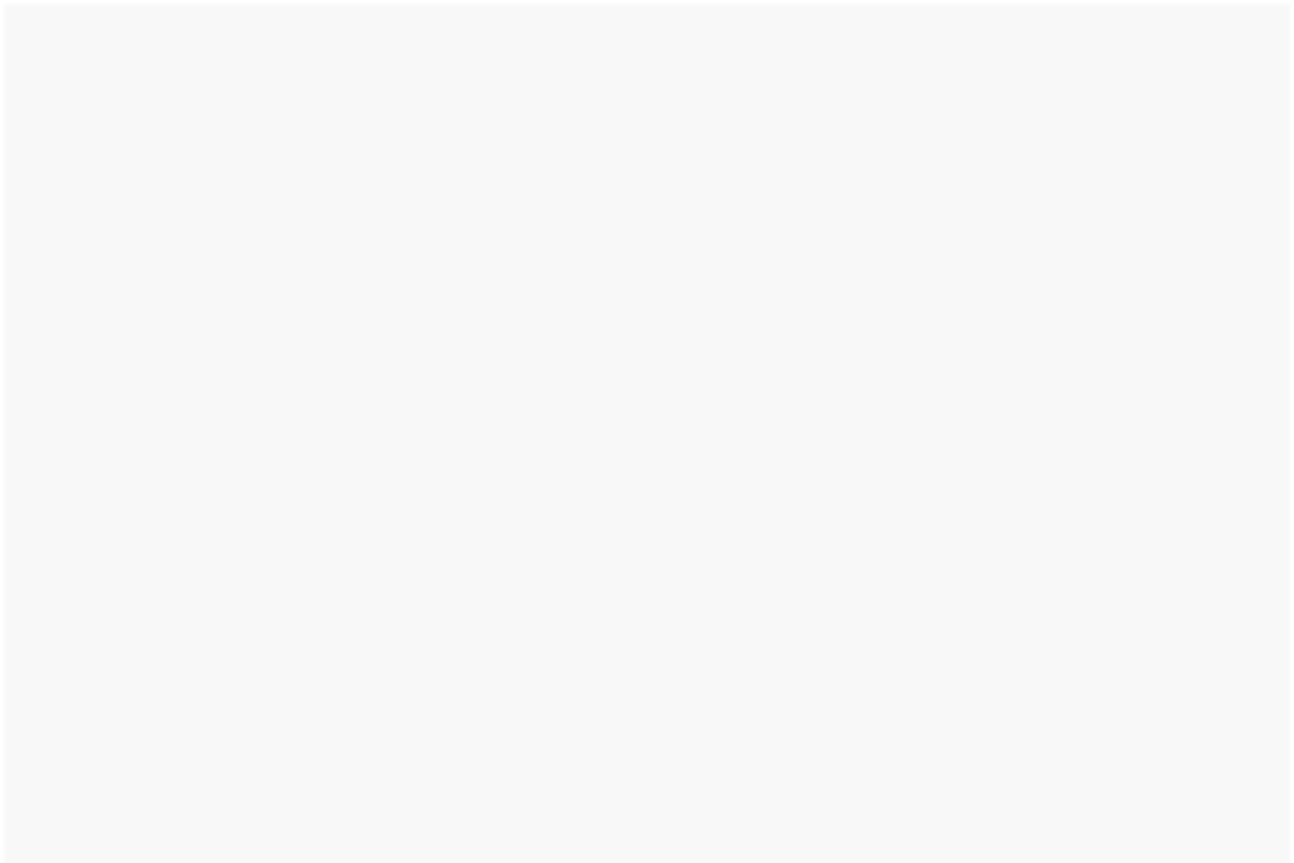
Record label

Mr. West previously appeared alongside wife Kim Kardashian-West in Balmain's spring/summer 2015 menswear campaign.



Balmain spring/summer 2016 menswear campaign

Balmain creative director Olivier Rousteing shares a close bond with the Kardashian and Jenner family. The designer dressed Ms. Kardashian-West and her siblings and mother as they attended Mr. West's Yeezy Season 3 fashion show earlier this year, creating custom Yeezy x Balmain looks.



Fashion and FRIENDSHIP It makes me so happy to see that fashion has no barriers and from the exchange of ideas and visions we ended up making those customised Balmain pieces ! Keep crossing boundaries lets keep believing in music & fashion Last night It was YEEZY GIRLS in Balmain ! #congrats Kanye

A photo posted by OLIVIER R. (@olivier_rousteing) on Feb 12, 2016 at 9:20am PST

For this latest effort, Mr. West appears without his family. Opposite Ms. Smalls, he appears to be falling sideways as the model reaches forward toward him, making for a modernist dance.

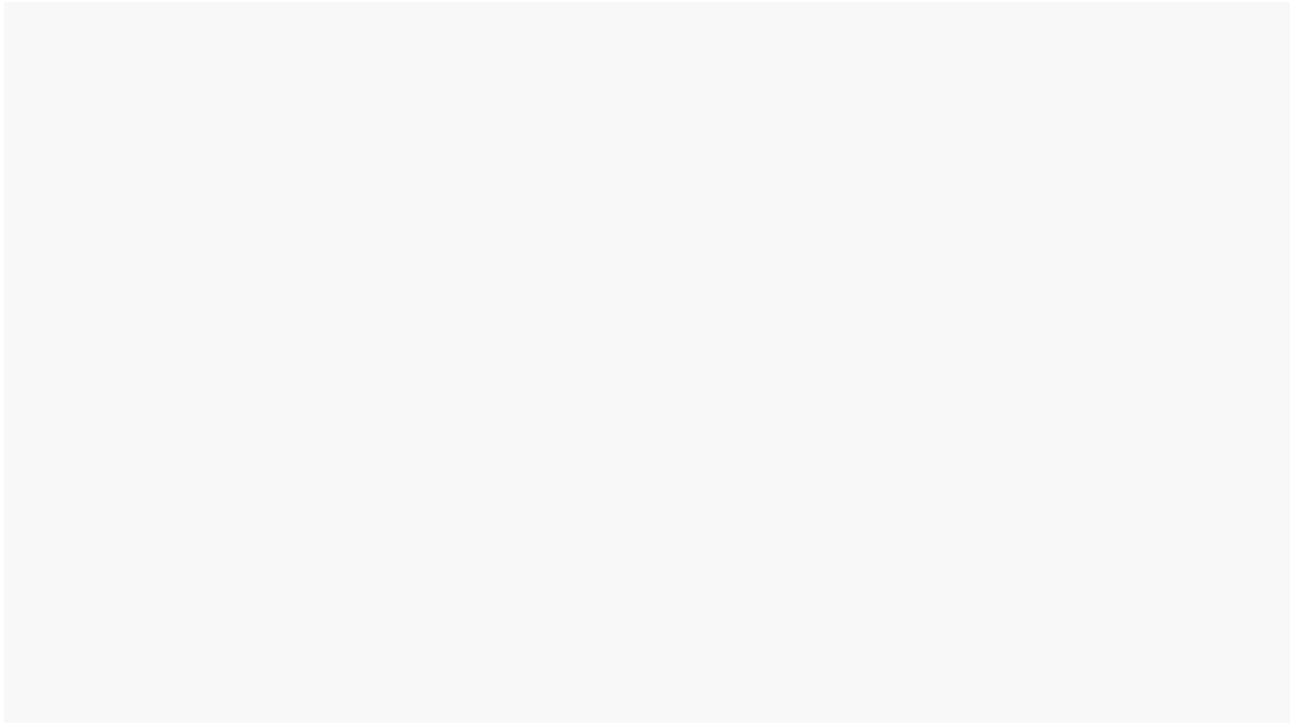


Balmain fall/winter 2016 ad campaign

The ads, which were first shared on Balmain's and Mr. Rousteing's personal Instagram accounts, were shot by Steven Klein studio and directed by Kids Creative's Pascal Dangin.

Videos teasing more of the effort show a singular swinging light in a dark room or a frenzied serpentine motion

through a series of branches.



BE READY #BALMAINARMY #BALMAINFW16

A video posted by BALMAIN (@balmain) on Jul 25, 2016 at 6:09am PDT

Consumer response to Balmain's casting was mixed, so it is too soon to say if this will have an impact on sales.

However, Mr. West's celebrity has been known to move product.

Department store chain Barneys New York attracted additional attention to the Kanye West-designed footwear collection it carried through an online raffle.

The Yeezy Season 1 collection of apparel and adidas footwear line was the first for the brand by the rapper-turned-designer, and created significant buzz in the industry. As one of the collection's authorized retailers, bringing attention to its product offerings, especially something much talked about, placed Barneys in the same conversation as Yeezy Season 1 ([see story](#)).

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