

APPAREL AND ACCESSORIES

Balmain, La Poste collaborate on limited-edition heart-shaped stamps

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Balmain creative director Olivier Rousteing

By STAFF REPORTS

Balmain's Olivier Rousteing is putting his stamp of approval on a collaboration with France's postal service, La Poste.

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Each year, La Poste works with a creative talent to design limited-edition stamps. The project is an easy way for France to celebrate its culture in an accessible way.

Sealed with Balmain

Mr. Rousteing has designed heart-shaped stamps for La Poste's annual collection.

The stamps include stripes and checkered patterns in black-and-white with floral accents and baroque swirl. The stamps are presented on a pastel background of greens and yellows.

La Poste's collaborative stamps are similar in design to Mr. Rousteing's Balmain collection for spring 2017. Similar to the stamps, Balmain's spring 2017 women's ready-to-wear collection features the same design aesthetic.

In a statement, La Poste describes the stamps as "evok[ing] a poetic and loving spirit, reinforced by its heart shape." The stamps will become available Jan. 23 at French post offices and on La Poste's Web site.



Balmain x La Poste stamp collaboration

Past La Poste collaborations include Yves Saint Laurent, Christian Lacroix, Chanel, Herms and Lanvin. The 2015 edition saw stamps designed by Sebastien Meyer and Arnaud Vaillant of fashion label Courreges.

In the United States, the Postal Service will issue a collection of stamps honoring the late fashion designer, Oscar de la Renta.

Mr. de la Renta, who passed away in 2014, was best known for dressing celebrities and being the go-to designer for the nation's first ladies. With a career spanning more than 50 years, the stamp collection seeks to celebrate the designer's accomplishments and contributions to U.S. culture ([see story](#)).

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