

APPAREL AND ACCESSORIES

Balmain embraces mini-me trend for children's wear-exclusive at Harrods

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Balmain Kids, spring/summer 2017

By STAFF REPORTS

British department store Harrods has been selected as the exclusive retailer of French fashion label Balmain's spring/summer 2017 children's collection.

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The label's creative director Olivier Rousteing announced the Balmain Kids line on his personal Instagram last January and has cited his friend Kim Kardashian West's daughter North as a muse. While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion player due to factors such as parents having children at an older and more financially stable age ([see story](#)).

Mini-me army

Balmain Kids spring/summer 2017 is a "mini-me" collection designed for boys and girls ages 6 to 14.

All pieces, separates and accessories, included in the collection are riff's on Mr. Rousteing's designs from the past five years.

"It was very easy to choose which styles to produce," Mr. Rousteing said in a statement. "These are the same looks that, over the years, moms and dads have repeatedly pleaded with me to produce for their kids."

Pieces available in "little sizes" include Japanese-denim jeans, quilted bomber jackets, gold buttoned double-breasted coats and classic tuxedo jackets.



Balmain Kids spring/summer 2017

Balmain Kids will go on sale in February and will have its own display space on Harrods' Fourth Floor within the Mini Superbrands children's wear department ([see story](#)). Prices begin at approximately \$150.

"We are thrilled to launch Balmain Kids exclusively in Mini Superbrands this year," said Elizabeth Cliff, head of children's wear at Harrods, in a statement. "At such a pivotal time for Mini Superbrands, nearing our first anniversary, the collection fits perfectly within our Children's wear department at Harrods.

"The ever growing mini-me trend has proved extremely popular with our clients, and we're sure that Balmain will be an equally huge hit with their exact replicas from the adult collections, including mini biker jeans, mini blazers and the covetable leather biker jackets," she said.

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1. Jed says:

February 1, 2017 at 3:35 am

This isn't a Harrods exclusive. Balmain childrenswear is also available in the flagship boutique in Mayfair.

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