

APPAREL AND ACCESSORIES

## Balmain goes for the gold in accessories teaser

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*Screenshot from Balmain's accessories collection teaser*

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By STAFF REPORTS

French fashion label Balmain is expanding into a new category, launching the house's first accessories collection for the fall/winter 2017 season.

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Giving a first taste of the collection, appearing in-stores in June, the house filmed a video starring creative director Olivier Rousteing, who speaks poetically about the gilded references present in the footwear, handbags and more. Through the label's affiliation with celebrities such as the Kardashian family, Balmain has become a household name, and the accessories line provides an entry point to the brand for its legion of new fans.

### New arrival

When designing this collection, Mr. Rousteing and his team looked to Balmain's couture craftsmanship, its history and the image that the designer himself has created for the house in his five years at the brand.

In the short film, Mr. Rousteing appears mostly in silhouette against a white background. A tribute to the house's collaboration with the music world, he is shown wearing headphones, bobbing along to a track.

In his voiceover, the designer characterizes this launch as a "rebirth, a new era."

He goes on to talk about how a hotel keychain from Paris feels in one's grasp, going on to cradle a gold coin, which symbolizes the renewal as well as the house's rich history. Additionally, golden thread seen in garments makes its way into the collection.

*Balmain Accessories Collections - Available June 2017*

Balmain will show the collection during its presentation for menswear fall/winter 2017 and women's wear pre-fall 2016 on Jan. 21. In an interview with [Vogue](#), Mr. Rousteing said he chose to debut this collection at his menswear show because menswear is 40 percent of Balmain's business.

Through this accessories collection, Balmain is also looking to reach a more aspirational luxury buyer. With some pieces featuring more accessible price points, this give an entry point to the brand for those who covet the label's

fashions.

The label's collaboration with fast fashion retailer H&M caused chaos, crashing H&M's site and creating pandemonium at stores during the launch ([see story](#)).

Balmain has also created an affordable way to experience its brand by partnering on Kim Kardashian West's Hollywood mobile game. Mr. Rousteing became a character, and consumers can now dress their avatar in a number of Balmain fashions ([see story](#)).

In 2016, Balmain made another expansion, creating its first children's wear line with North West as its muse ([see story](#)).

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