

APPAREL AND ACCESSORIES

Balmain, L'Oreal to release co-branded lipstick capsule

May 3, 2017



Balmain's Olivier Rousteing has shared sneak peeks of the L'Oreal lipstick capsule on his personal Instagram

By STAFF REPORTS

French fashion house Balmain is working with beauty marketer L'Oreal Paris to enter the color cosmetics realm.

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Balmain creative director Olivier Rousteing will team with L'Oreal to release a co-branded capsule collection of the cosmetic brand's best-selling Color Riche lipsticks. Color cosmetics are an important category for luxury fashion brands, as the accessible price point can serve as an introduction to higher ticketed product segments, such as handbags or ready-to-wear.

On the lips of the Balmain Army

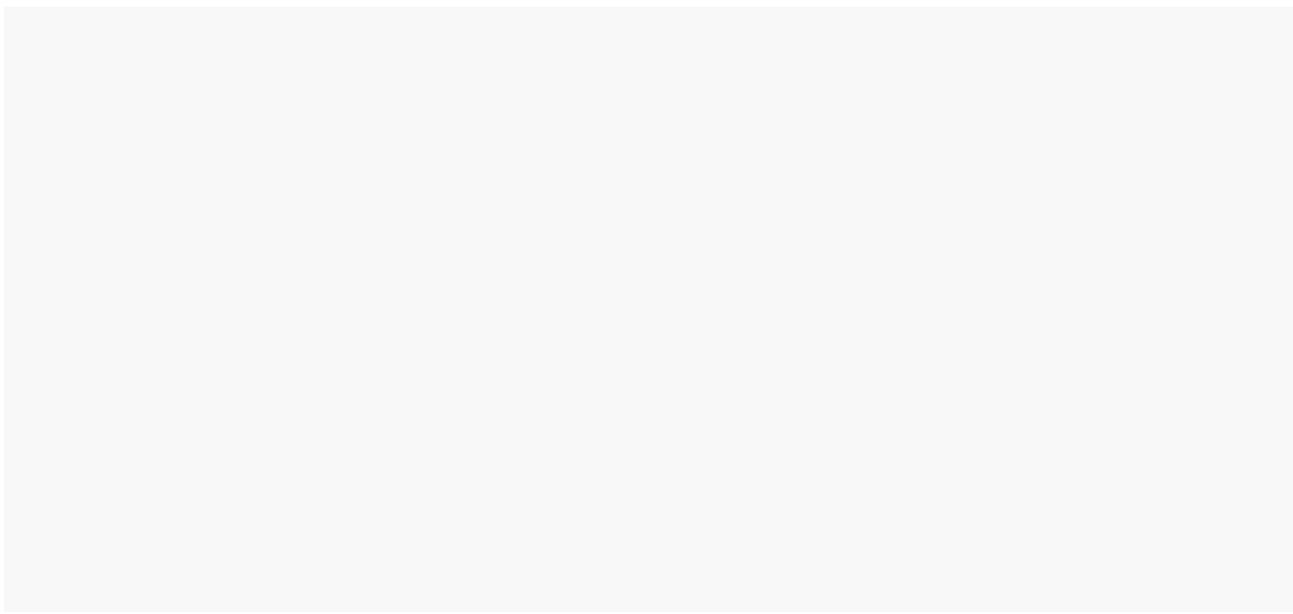
The Balmain x L'Oreal capsule collection will include a dozen shades developed by Mr. Rousteing with the cosmetics maker's team. The 12 lipsticks will be segmented into three color schemes.

Balmain x L'Oreal will hit stores that carry L'Oreal products beginning in September. A "Jewel Edition" showcasing three of the shades from the capsule will be carried exclusively at Balmain's boutiques in addition to select retail partners.

L'Oreal is the official partner of Paris Fashion Week, where Balmain will present its upcoming collection. Balmain will likely feature the lipsticks on the "Balmain Army" during its runway show to enhance the capsule's reach.

"L'Oreal Paris and Balmain share the same strong vision of femininity and the same goal, to empower women and offer them diverse ways to express themselves," Mr. Rousteing said in a statement.

"With this collaboration, I'm thrilled to make this idea tangible for every woman around the world," he said.



BECAUSE WE ARE ALL WORTH IT #balmainxloreal #comingsoon #becauseweworthit

A post shared by OLIVIER R. (@olivier_rousteing) on May 3, 2017 at 10:04am PDT

In a joint statement, Balmain and L'Oreal explained further saying, "With L'Oreal Paris, Rousteing brings the raw creativity with which he has reinvented Balmain, from the Paris runways to his first-ever beauty collection.

"The crossroads of high-fashion and affordable beauty, the Balmain aesthetic reaches a new audience through the world's most-loved lipstick: Color Riche," the brands said. "Number-one globally, Color Riche lipstick is sold worldwide every three seconds."

Earlier this year, Balmain announced that it would begin offering an accessories collection, the brand's first, for fall/winter 2017.

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 ([see story](#)).

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