

APPAREL AND ACCESSORIES

Balenciaga hosts Colette residency with vinyl, manicures and fashionable goods

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Balenciaga fall/winter 2017 men's. Image credit: Balenciaga

By STAFF REPORTS

French fashion house Balenciaga will become the first brand to host a full takeover of Parisian boutique Colette's ground floor.

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From June 19 to Aug. 5, Balenciaga will execute a series of activations including events, installations, an art exhibit, exclusive products and a manicure station. Colette often invites guest curators to explore art, culture and technology through the lens of high-end designers and goods.

Balenciaga heads to Colette

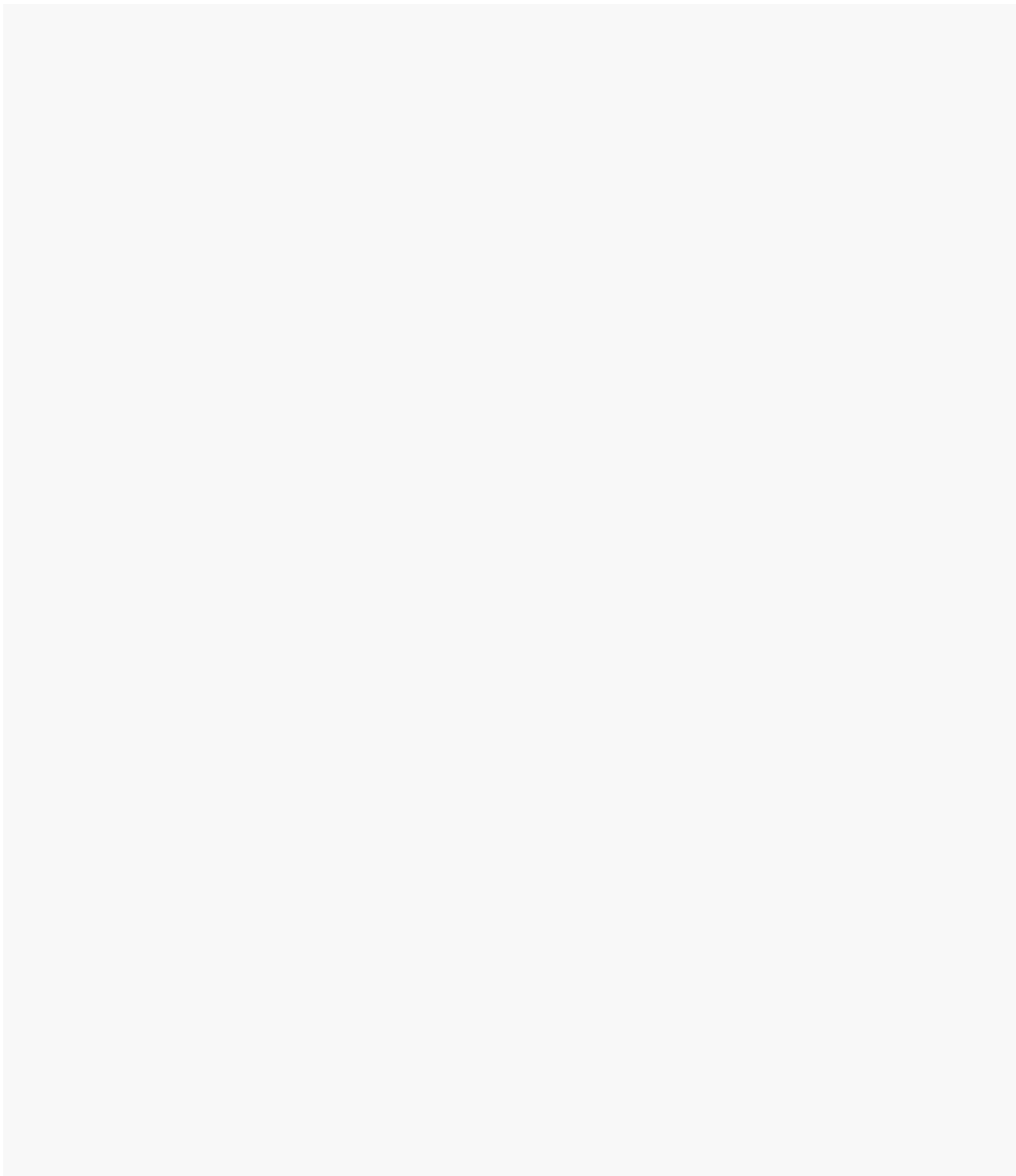
Balenciaga's Colette takeover will include an exclusive line of products such as branded mugs and sleep masks.

Creative director Demna Gvasalia has a knack for taking everyday items and elevating them to must-haves. For instance, Balenciaga's Arena handbag looks strikingly similar to IKEA's Frakta plastic weave shopping tote, but with a much higher markup ([see story](#)).

In addition to the product capsule, Balenciaga's fall menswear collection will be the focus of the Colette takeover. The collection recalls corporate culture and resembles Bernie Sanders' style of dress.

Balenciaga will also make a selection of its menswear-inspired women's collection exclusive to Colette during the takeover.

The French house has invited artist Yngve Holen to the store to display his "Cake" sculpture, which is made from a Porsche Panamera sawed into four sections.



BALENCIAGA TAKEOVER AT COLETTE FROM JUNE 19 TO AUGUST 5 #BalenciagaColette @Balenciaga @Colette
Photography by @JohnnyDufort, styling by @LottaVolkova

A post shared by Balenciaga (@balenciaga) on Jun 15, 2017 at 3:14am PDT

Colette will also scent its space with an exclusive fragrance that resembles the smell of a car's interior.

From June 19 to July 10, Balenciaga will be personalizing clothing through the use of digital garment printers. Consumers will be invited to select graphic designs to be applied to T-shirts and hoodies, limited to 900 pieces.

During the Fte de la Musique on June 21, Balenciaga will sell a limited-edition vinyl record. Limited to only 100 pressings, the records will play the soundtrack from Balenciaga's women's fall show.

On July 2-6, Colette consumers can sit for manicures by Japanese nail artist Mei Kawajiri. During the four-day manicure offering, Ms. Kawajiri will recreate the nail designs that walked Balenciaga's men's and women's runways.

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