

APPAREL AND ACCESSORIES

## Balmain's Olivier Rousteing cuts out the middleman in personal campaign

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Balmain's fall/winter 2017 advertising campaign. Image credit: Balmain

By STAFF REPORTS

French fashion label Balmain's creative director Olivier Rousteing is giving his perspective on his hometown by stepping behind the camera for the brand's fall advertisements.

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The designer, who is an avid social media user, wanted to bring a similarly personal touch to the campaign by photographing his fashions himself. The resulting effort is an homage to Paris through Mr. Rousteing's eyes, which may help to create a deeper connection with consumers over the collection.

### Parisian diary

In a statement shared on social media, Mr. Rousteing explained that the recent election in France had made him more contemplative of what being a French citizen means and his reason for living in Paris. This also woke him up as he went about his routines, making him reconsider locations in his hometown, looking at them through new eyes.

Over the course of two days and a night, the designer went on-location at a number of iconic spots.

The photographic tour began at 44 rue François Premier, which was Balmain's historic headquarters. From there, they visited destinations such as the Pantheon, the Palais Royal and the Place de Victoires.

Along the way, the Balmain "army," which this season includes talents such as Lara Stone, Natasha Poly, Ton Heukels, Presley Gerber, Marlon Teixeira and Jon Kortajarena are depicted on the city streets as friends or lovers.



*Balmain's fall/winter 2017 ad campaign. Image credit: Balmain*

"I've always explained that part of the draw that social media has for me is its unique removal of any filters or middlemen allowing me to communicate directly with those who are interested in what we are creating," Mr. Rouseting said. "I wanted to photograph this campaign for the same reasons: to have the images directly reflect my vision of Balmain's latest creations, as well as my love for the singular beauty of the city I call home."

Other designer-photographers have ensured the purity of their vision makes it into marketing by shooting campaigns for their houses.

Karl Lagerfeld is routinely the photographer for Fendi and Chanel, both houses he leads as creative director ([see story](#)).

U.S. fashion label Tom Ford also tapped the photographic skills of its eponymous founder for its spring/summer 2017 advertising effort.

Mr. Ford, who has also directed feature films such as the critically acclaimed 2016 release "Nocturnal Animals," decided to lens his own creations for his brand's latest campaign. Giving consumers a taste of the creative's process, Tom Ford is taking consumers behind-the-scenes, allowing them to get to know the designer better through his work in another art form ([see story](#)).

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