

APPAREL AND ACCESSORIES

Balmain, Beats collaboration speaks to millennials' intertwining of music and fashion

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Kylie Jenner for Balmain x Beats by Dr. Dre headphones. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain is celebrating its creative director's love of music with a Beats by Dr. Dre headphone collaboration.

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Balmain's collaboration with the Apple-owned headphone brand includes its signature over-the-ear Studio Wireless and the gym-ready Powerbeats3 Wireless earbuds. The product unveil was timed with Balmain's July 19 opening of its West Coast flagship at 8421 Melrose Place in Los Angeles, where the brand will host a star-studded affair later today.

Music to Balmain's ears

Both headphone styles have been finished with Balmain's creative director Olivier Rousteing's signature colors, #BalmainArmy green and metallic gold.

Regarding the collaboration with Beats by Dr. Dre, in a statement shared to social media Mr. Rousteing said, "Anyone who's been following the story so far knows that there are two basic truths about our unique DNA: Balmain celebrates the strength and beauty inherent in diversity and sees fashion as inseparable from music.

"Knowing that Beats is just as dedicated to these same core values made saying yes' to our partnership a very easy decision," he said. "Seeing music and fashion as completely intertwined simply reflects how my generation grew up – we simply cannot conceive one without a full helping of the other.

"Beats gets that, too. It's obvious that the brand agrees with me that the best of music can only be paired with the best in design."



Balmain x Beats by Dr. Dre Powerbeats3 Wireless headphones. Image credit: Beats by Dr. Dre

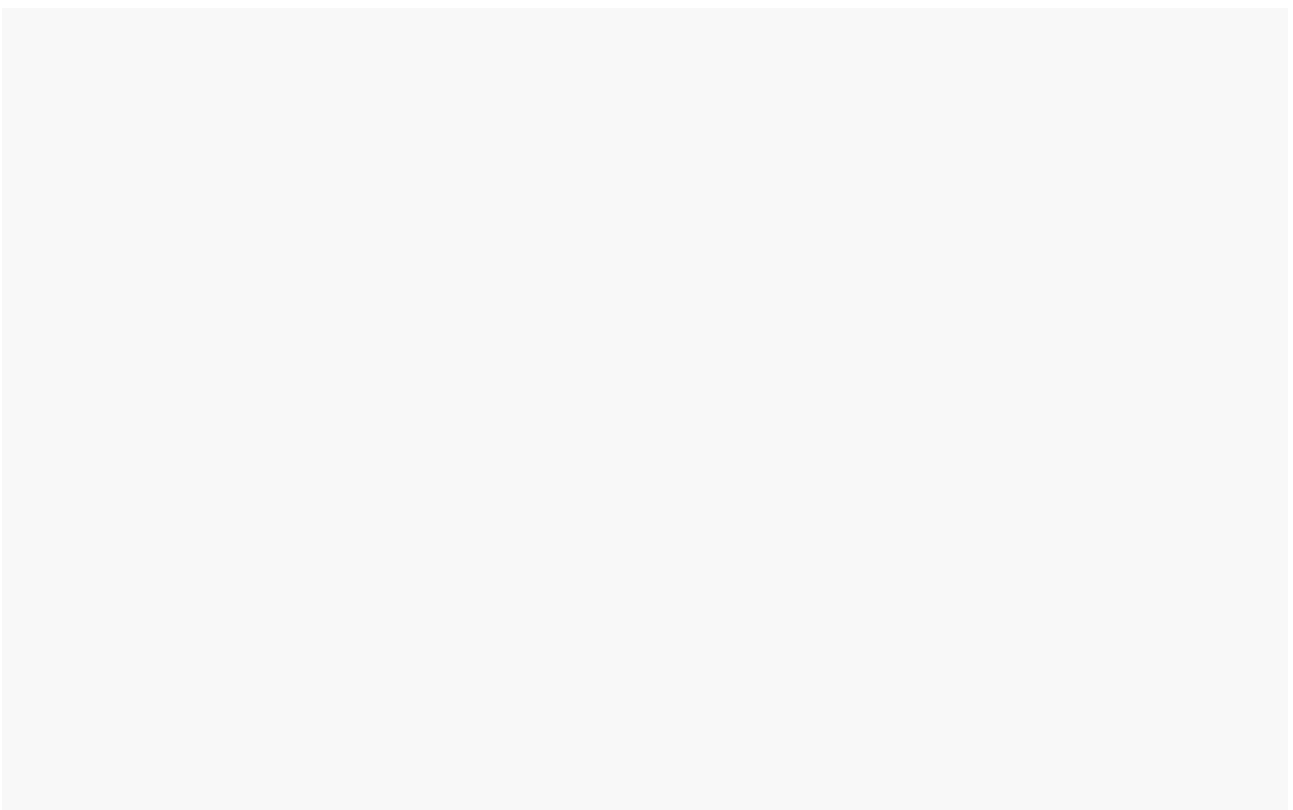
To promote the headphones, Mr. Rousteing recruited his friend and member of the #BalmainArmy, Kylie Jenner, to be in the supporting creative.

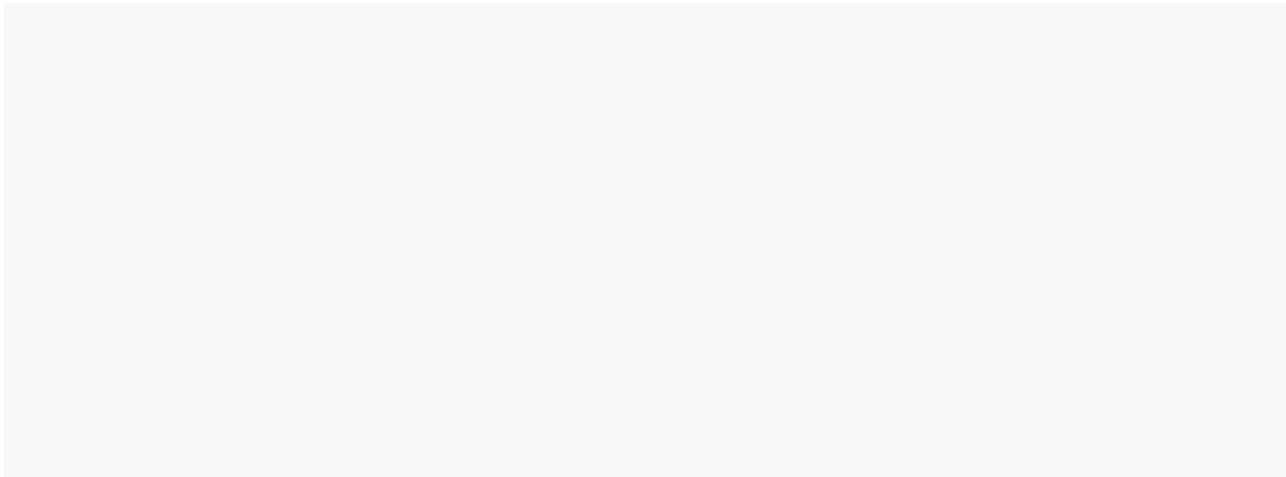
Shared to the Balmain Instagram account, Ms. Jenner first appears against a tan background, wearing a similar color dress with her eyes closed. A pillar of sand is drawn out of the frame in reverse to reveal gold Balmain x Beats Powerbeats3 Wireless earbuds.

In the next frame, Ms. Jenner is dressed in green and is positioned in front of jungle-like palms. The \$250 Powerbeats3 Wireless earbuds she sports in both scenes are in #BalmainArmy green with metallic gold accents.

The final two frames show Ms. Jenner in both outfits and settings wearing Beats by Dr. Dre's \$599 Studio Wireless in a metallic gold with Balmain's military green accents.

Balmain's logo is visible on the side of both headphone types.





"The best of music can only be paired to the best in design." - @Olivier_Rousteing #BalmainBeats
#Powerbeats3Wireless #KylieJenner #Balmain

A post shared by Beats By Dre (@beatsbydre) on Jul 19, 2017 at 9:39am PDT

The Balmain Special-Edition Beats by Dr. Dre headphones will retail at Apple.com, Balmain's Web site and the fashion brand's New York and Los Angeles boutiques.

To connect the collaboration with Mr. Rousteing's love of music further, the designer has curated a 19-track playlist for Apple Music, the parent company of Beats by Dr. Dre. Songs on the playlist include "They Don't Care About Us" by Michael Jackson, a favorite of the designer, Rihanna's "We Found Love," "Let Me Blow Ya Mind" by Eve and Prince's "When Doves Cry."

Beats by Dr. Dre has been a luxury brand collaborator in the past.

For example, Italian fashion label Fendi developed a line of headphones with Beats by Dr. Dre, which were revealed at the label's spring/summer 2015 menswear show.

The headphones, covered in the brand's Selleria leather used for its handbags and hand-stitched by Fendi artisans, were intended for both male and female consumers. Since headphones are a personal statement, consumers loyal to the brand likely appreciated being able to show off their aesthetic through these devices ([see story](#)).

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