

APPAREL AND ACCESSORIES

Balmain capsule to bow during televised Victoria's Secret Fashion Show

October 5, 2017



Victoria's Secret promoted the collaboration on social media. Image credit: Victoria's Secret

By STAFF REPORTS

French fashion house Balmain is continuing its collaborative work with mass retailers to expand the reach of its designs to consumers at all economic levels.

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Balmain will work with lingerie brand Victoria's Secret on a limited-edition capsule collection, VSxBalmain. Designed by creative director Olivier Rousteing, the capsule will combine the sexiness of Victoria's Secret with the couture style of Balmain.

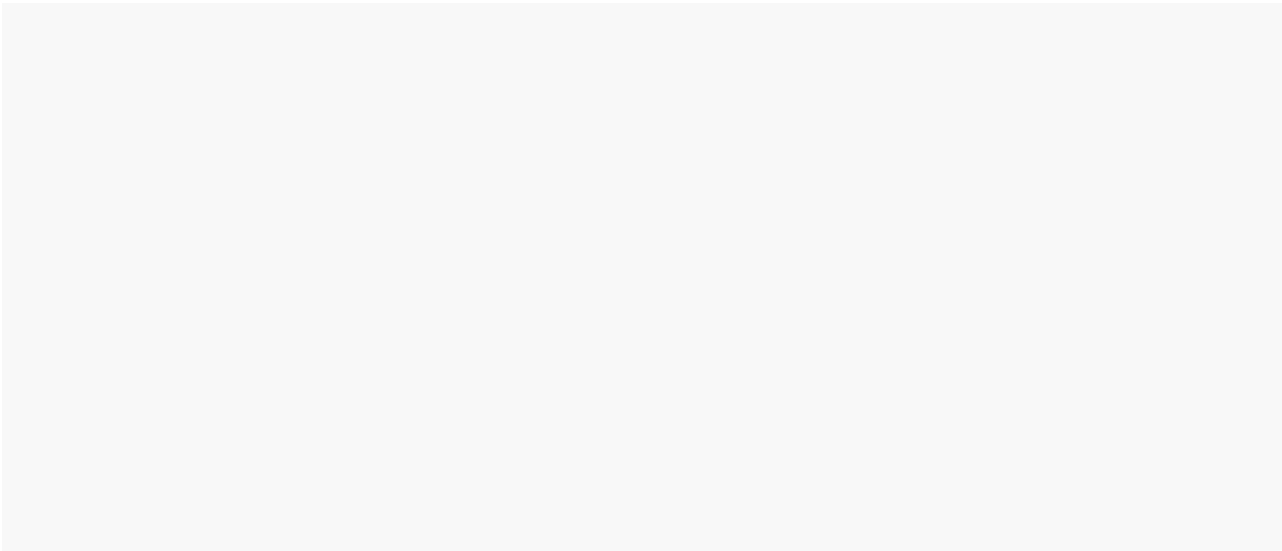
Bras by Balmain

The VSxBalmain limited-edition capsule collection builds on the French fashion house's culture of reflecting the way women of today want to dress.

Pieces in the capsule will be an interpretation of Victoria's Secret's modern silhouette as told through the high-fashion lens of Balmain. Specifics have yet to be shared publicly.

Since 1996, Victoria's Secret has worked annually with renowned jewelers to design its high-priced Fantasy Bra. Besides Fantasy Bra collaborations, the lingerie brand has never worked with a luxury fashion house on an exclusive collection.

The VSxBalmain collection will debut during the televised 2017 Victoria's Secret Fashion Show Nov. 28. This year's Victoria's Secret Fashion Show will be filmed in Shanghai and aired on the United States' CBS network.



READY FOR THIS? #VSxBALMAIN. 11.29.17. @balmain @olivier_rousteing

A post shared by Victoria's Secret (@victoriasecret) on Oct 5, 2017 at 6:59am PDT

Models will also wear pieces outside the capsule designed by Mr. Rousteing specifically for the Victoria's Secret Fashion Show.

The capsule will feature looks from the runway and will be carried at select Victoria's Secret shops and via the lingerie brand's ecommerce. VSxBalmain goes on sale Nov. 29.

If history is any implication, the VSxBalmain capsule is bound to be extremely popular.

In 2015, the Balmain x H&M collection caused chaos at the mass retailer's stores around the world as consumers hurried to grab pieces of the capsule before it sold out.

The French fashion house's collection for H&M officially went on sale Nov. 5 after significant buzz in the form of an unplanned Instagram leak, ongoing social media promotions and a Kendall Jenner-fronted video dance off. Although not the first H&M high-end designer collaboration, the Balmain x H&M collection has been determined as the most commercially successful ([see story](#)).

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