

APPAREL AND ACCESSORIES

Balmain captures "youthful spirit" via spontaneous campaign

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Balmain spring/summer 2018 campaign. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain's millennial creative director, Olivier Rousteing, is speaking to his generation's perspective through the brand's latest advertising campaign.

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For spring/summer 2018, Mr. Rousteing again stepped behind the camera, capturing models as they wore his designs in a natural photo shoot in Paris. While centered on the brand's young spirit under his direction, Mr. Rousteing chose a 17th century castle as the backdrop, making a link back to Balmain's heritage.

Millennial mindset

Balmain's set out to translate its youthful DNA into advertising this season. The brand cast new talent and Aleya Fitzgerald, Valery Kaufman, Tami Williams, Roosmarijn De Kok, Kiko Arai and Katrin Zakharova and shot them in a relaxed environment.

Within the ads, creative directed by Pascal Dangin, the models' fresh faces and modern attitudes are juxtaposed against the historic architecture, gardens and art of Chteau de Baronville. Located near Chartres, France, the estate acts a link to Balmain's roots.



Balmain's spring/summer 2018 campaign. Image credit: Balmain

"In interviews, I'm often asked to explain what it is exactly in Balmain's DNA that sets us apart," Mr. Rousteing said in a statement.

"I often answer that our instantly recognizable silhouette and style is due in part to my insistence on reflecting the way that members of my generation think, live and dress today," he said. "My generation's distinctive spirit, values and taste are echoed in the rebellious attitude of the Balmain Army, the diversity of our runway and the singular tailoring of the house's offerings."

"While planning for and shooting this campaign, I wanted to ensure that the same youthful spirit was front and center in each and every final image. By relying on a casting of fresh, new faces and keeping things upbeat and relaxed, my team and I have managed to create a campaign that stands out for its young, spontaneous and positive vibe."

Mr. Rousteing also shot the brand's fall/winter 2017 ads, giving his perspective on his hometown.

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 was an homage to Paris through Mr. Rousteing's eyes, which may have helped to create a deeper connection with consumers over the collection ([see story](#)).