

APPAREL AND ACCESSORIES

Balmain honors house history via couture collection

January 24, 2018



Balmain's 44 Franois Premier collection. Image credit: Balmain

By STAFF REPORTS

French fashion label Balmain is responding to demand for more red carpet styles with a new line.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The 44 Franois Premier collection takes its name from the address of Pierre Balmain's original couture atelier founded in 1945. Balmain's current creative director Olivier Rousteing is looking to further connect the house's history and its present through this collection, unveiled during the height of awards season.

Couture creations

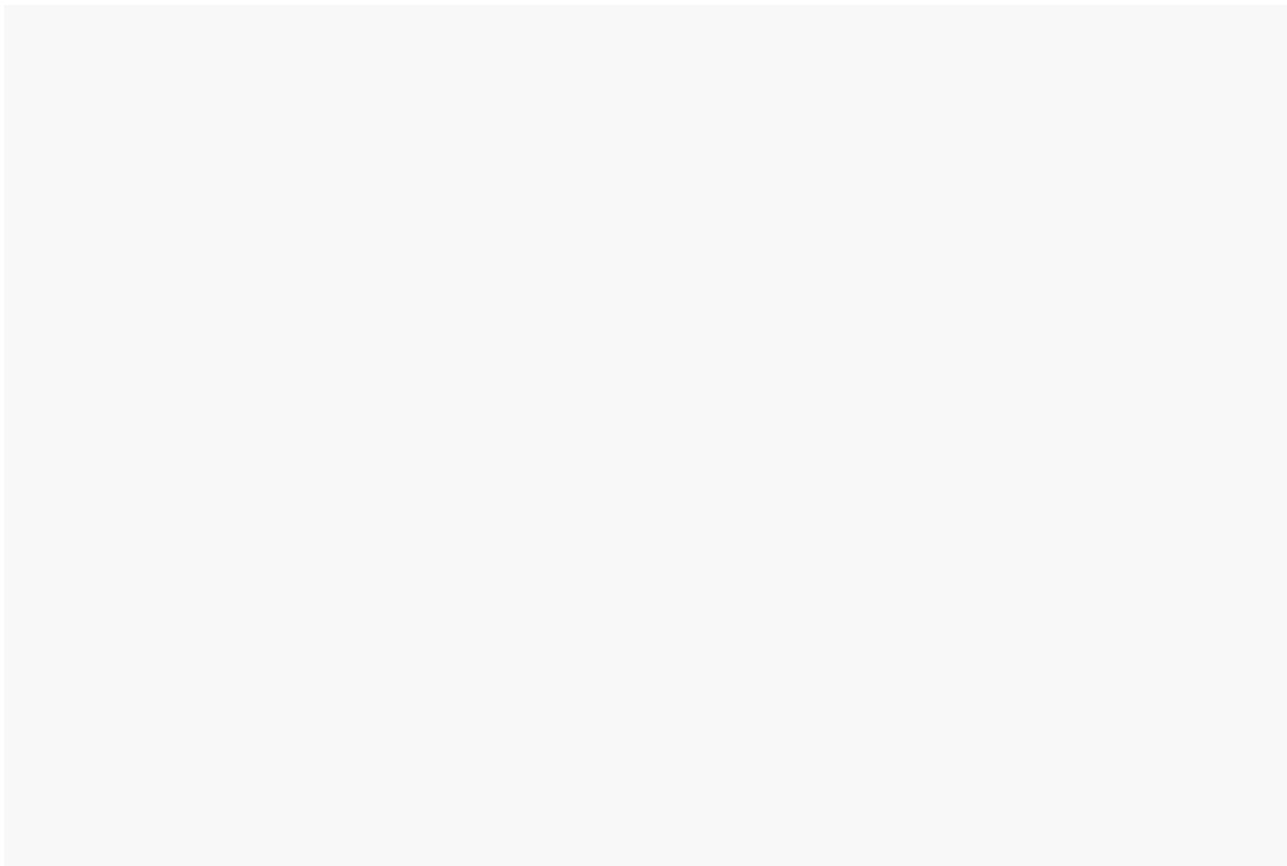
Balmain's 44 Franois Premier line is a supplement to the 10 collections already produced by the house each year.

In a statement, Mr. Rousteing explained, "As Balmain continues its impressive upward trajectory and the demand for this house's red-carpet pieces grows, I find that for one small part of our output, at least I now have the luxury of focusing the spotlight solely on the unique heritage that Pierre Balmain left with us. Working on this range is a bit of a palette cleanser for me, a chance to return to the beginnings of this house, with the single driving goal being that of creating unique and exquisite pieces, far removed from editorial and runway pressures."

The designer also notes that while he looks to the Balmain archives, his silhouettes and styles are often reflective of modern music and urban aesthetics.

Featured among the designs of the first 44 Franois Premier collection are pieces with dramatic embellishments, skin-baring cuts and tailored details. Per Women's Wear Daily, there are a total 11 looks in the eveningwear collection, which will be sold in the brand's stores.

Eying red carpet placement during Hollywood's award season, Balmain will also be shipping designs to stylists. Mr. Rousteing has a number of celebrity friends, and the brand has recently made custom red carpet ensembles for stars including Scarlett Johansson, Juliette Binoche and Priyanka Chopra.



BALMAIN CANNES 2017 Last May at Cannes Film Festival, #NeelamGill, #DoutzenKroes, #LaraStone, #IrinaShayk and #MariaBorges hit the red carpet with #OlivierRousteing in custom-made #BALMAIN gowns.
#UNITEDINVINCIBLE #BALMAINTAKESCANNES #BALMAINxLOREAL #BALMAINARMY #CANNES2017
#BALMAINBESTOF2017

A post shared by BALMAIN (@balmain) on Dec 30, 2017 at 1:40pm PST

Mr. Balmain began his career as an assistant to couturier Lucien Long, working alongside Christian Dior and Hubert de Givenchy. He was one of the key figures driving fashion in post-World-War-II Paris.

This move further into couture dressing follows Balmain's recent mass collaborations, which expanded the reach of its designs to consumers at all economic levels.

Balmain worked with lingerie brand Victoria's Secret on a limited-edition capsule collection, VSxBalmain. Designed by Mr. Rousteing, the capsule combines the sexiness of Victoria's Secret with the couture style of Balmain ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.