

APPAREL AND ACCESSORIES

## Balmain collaborates with Coachella performer for charity

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Beyoncé is working with Balmain for a capsule of sweatshirts and tees. Image credit: Barneys

By STAFF REPORTS

Balmain is working with a popular music artist to not only create an on-stage look, but to bring it to consumers who want to buy the style.

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In support of the United Negro College Fund, Balmain is working with Beyoncé for a special collection surrounding her recent Coachella performance. She wore what the brand is calling a fun outfit for a cause, as Balmain will be selling a capsule collection of sweatshirt and tees design by creative director Olivier Rousteing.

Collaborating for a cause

Balmain dressed Beyoncé for her two Coachella performances in April, creating separate designs for the two weekends of the festival.

Now the brand is working with pop star to bring her performance looks to retail. The collaboration will see proceeds go to UNCF to support those in need in attending college.

Balmain's line for the collaboration is designed with the look of marching band uniforms from historically black colleges in the United States in mind, to keep the focus on the cause.

"I can say today, with absolute confidence, that collaborating with Beyoncé on her Coachella concerts is destined to be one of the most important and treasured memories of my career," Mr. Rousteing said in a statement on Barneys' Web site.

The collection is exclusively available at Barneys New York's Madison Avenue and Beverly Hills flagships and launches on July 14.



*Beyoncé is offering fans a chance to own her Coachella look. Image credit: Barneys*

In another move for charity, the French fashion house auctioned off some of the custom pieces it designed for the Met Gala on May 7 in support of charity (RED), which is devoted to researching and curing AIDS.

Mr. Roustieing designed looks for his guests to the gala. Each custom piece were auctioned off individually with all of the proceeds going to (RED)'s efforts to research AIDS treatment ([see story](#)).

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