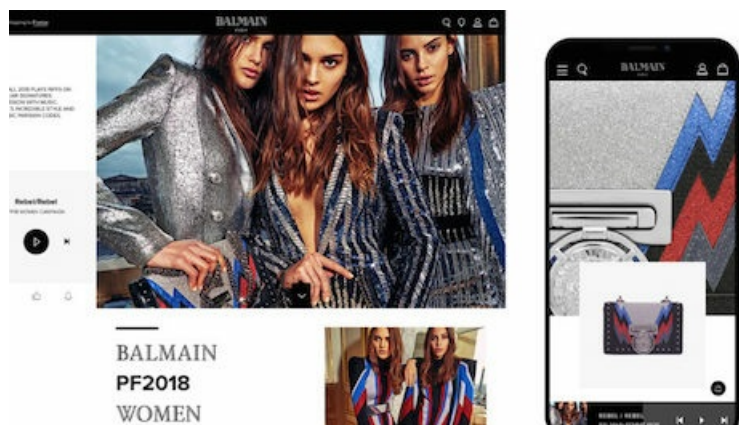


APPAREL AND ACCESSORIES

Balmain relauches Web site with help of YNAP

July 16, 2018



Balmain.com will be managed by YNAP. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain has relaunched its digital platform Balmain.com, which is now powered by Yoox Net-A-Porter.

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The revamped Web site gives Balmain's customers access to the brand's full catalogue along with other digital assets. The redesign shows how the brand is committed to making digital as robust a channel as in-store for high-fashion shopping.

"Until today, Balmain.com was house-managed," said Massimo Piombini, CEO of Balmain, in a statement. "That limited our choices in regard to technology and design.

"Working with YNAP, the world's leader in luxury ecommerce, as well as with the talented Web masters at Mazarine, allows us to connect with our customer in a much more exciting manner, delivering Olivier Rousteing's designs to over 100 markets and seamlessly combining the digital and brand experience," he said.

Digital relaunch

Balmain was seeking to revitalize its flagship digital platform at Balmain.com, hoping to bring in new customers and drive up online traffic as a companion to in-store traffic.

To do so, the brand turned to YNAP, which has a specific division called Online Flagship Stores dedicated to creating these types of platforms for major brands such as Armani and Valentino.

Together, the two companies have reinvented Balmain.com, focusing on sleek navigation, streamlined ecommerce and mobile capabilities.



Balmain.com is mobile-optimized. Image credit: Balmain

The new site is built using YNAP's platform and focuses on ecommerce as well as delivery options. Robust payment solutions are supported through the new site.

Balmain.com is relaunching with Balmain x Beyonce, a collaboration between the brand and the popular singer with looks from her Coachella concerts designed by Balmain and proceeds going to the United Negro College Fund ([see story](#)).

"Balmain came to us with the challenge of creating a new digital platform that would retain its iconic ethos and history, but elevate its online service to match," said Francesca Tranquilli, deputy president of Online Flagship Stores at YNAP, in a statement. "We're delighted to be working with such a prestigious brand in an exciting time of growth."