

APPAREL AND ACCESSORIES

Balmain creates its own soundtrack for summer

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Balmain's album artwork concept for its summer song. Image credit: Balmain

By BRIELLE JAEKEL

French fashion house Balmain is playing on the close relationship between music and summer with its own release to embody the perfect summer vacation.

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Balmain has turned music producer with the track "Addicted to You," which reflects creative director Olivier Rousteing's excitement leading up to his summer vacation in Mykonos. As many who work in fashion and luxury take off during summer months, the label is hoping to bring all these individuals who are celebrating the last days of summer with its dance mix.

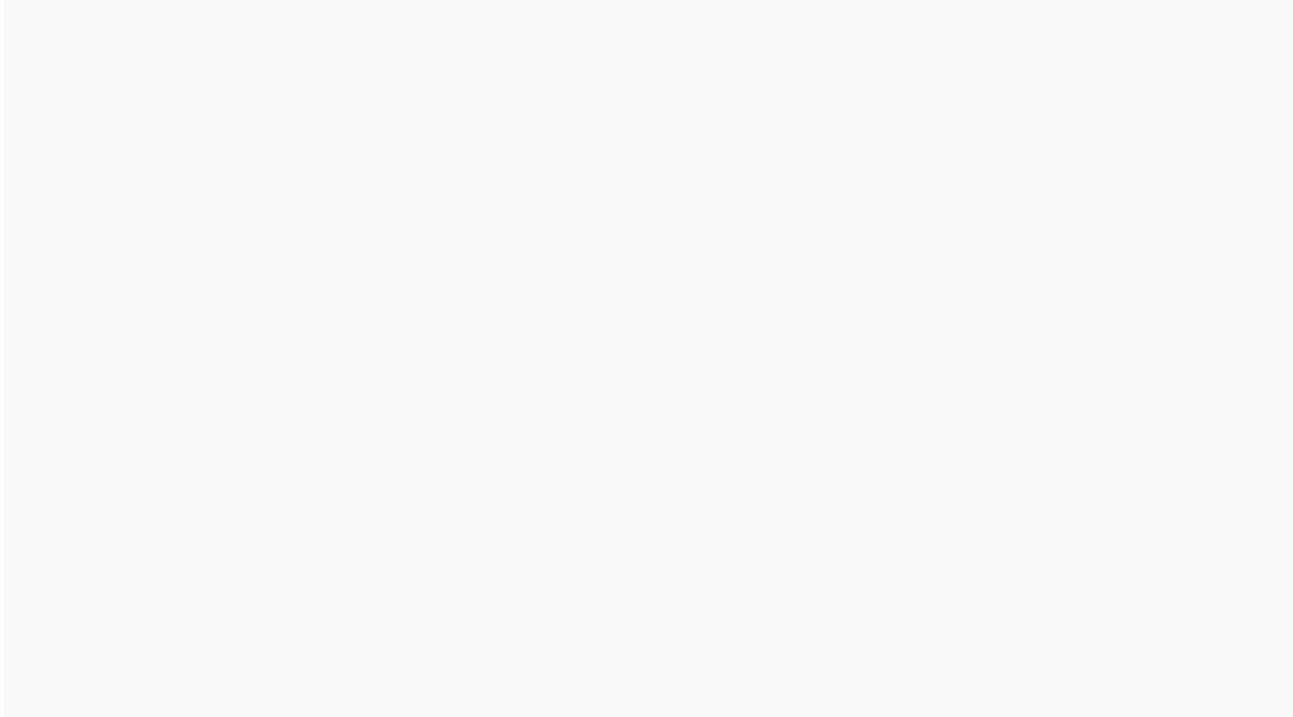
"There are at least a couple of benefits to Balmain creating and releasing a song like addicted to you' to their fans, the first being they would be creating buzz and chatter with the 'we love this' or 'we love the brand but the song.. eh' and with controversial 'buzz' comes traffic, with traffic comes followers, the more followers, the more sales and loyalists to their fantastic clothing line," said Marci Troutman, CEO of [SiteMinis](#), Atlanta. "As you can see, the first benefit is a win!

"The second is the same reason brands have been creating jingles since marketing and advertising began, it's a catchy tune, it spells out the brand name and it sticks in your head, if you've never heard of Balmain before and you hear this song, you'll most likely always remember the name Balmain.. and as you can see, the second benefit is also a win.. the brand Balmain can't really lose with this campaign," she said.

Soundtrack to summer

Balmain is hoping to be a source of dancing and fun with its new song released in the middle of summer.

In a description for the song on YouTube, Mr. Rousteing explains the beginning work for this song started backstage during the spring 2018 men's show, almost a year ago. What is known as the Balmain Army performed to musical notes that eventually grew into a full-fledged songs with lyrics.

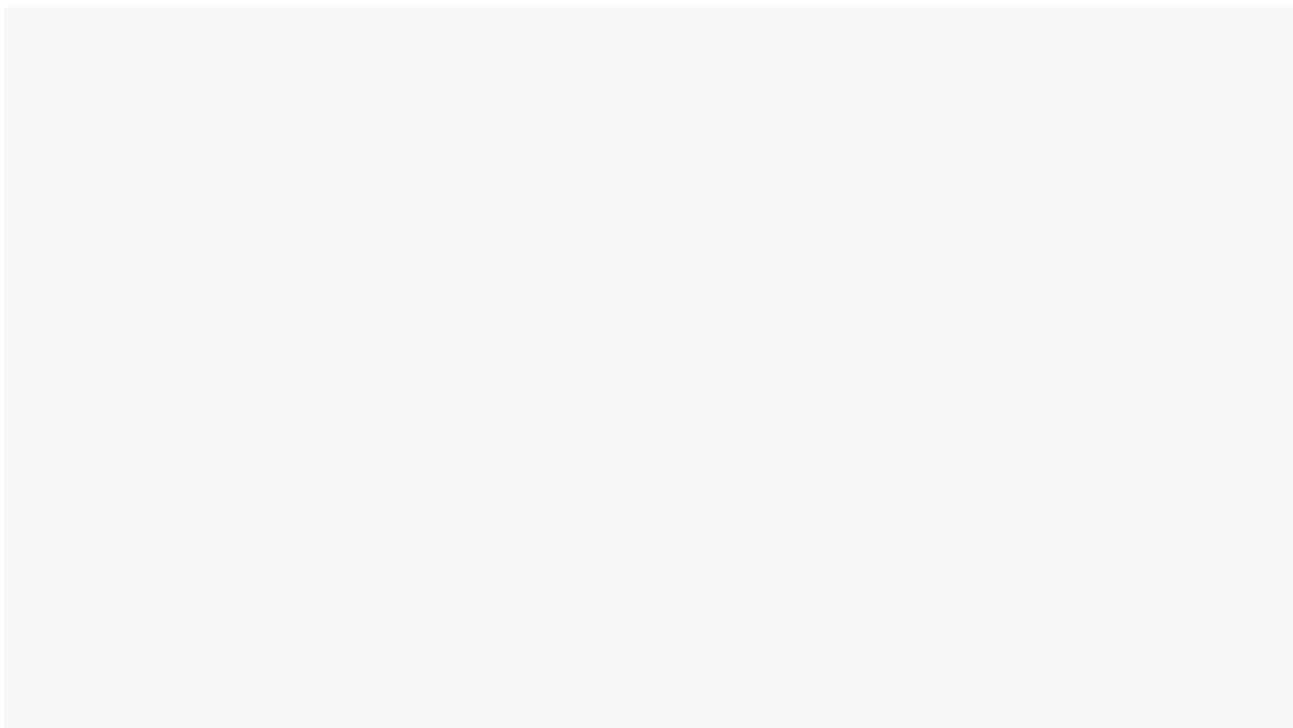


ADDICTED TO YOU Make #BALMAIN's summer anthem your summer obsession. Sing along now, link in bio.
#BALMAINARMY #ADDICTEDTOYOU

A post shared by BALMAIN (@balmain) on Jul 31, 2018 at 9:17am PDT

Words of its chorus, "It's my dream it belongs to no one else, I'm so obsessed, I'm so obsessed, I'm so addicted to you," are set to an upbeat tempo, hoping to provide the soundtrack for a relaxing but fun summer holiday.

The song is being teased on social media with a lyrical video that shows only the words of the song in interesting graphics as it plays. Balmain provides a link to the song in full on various social channels, such as its bio on Instagram.



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Balmain even released the original track on music streaming services, making it accessible to consumers. Apple Music, Spotify, Google Play, iTunes, Tidal and YouTube are just a few of the platforms on which fans can listen or download the song.

Balmain and entertainment

Similar to its song development, Balmain is often looking to entertainment creation for its campaigns to better connect with consumers.

The French fashion house also touted its fall/winter 2018 collection in an experimental short film, a stark change of pace for a label known for its elaborate pieces and campaigns.

Instead of relying on a narrative, the campaign used a minimalistic approach to emphasize the look and texture of Balmain's new pieces. By enlisting actress Milla Jovovich to star in the campaign, Balmain added a layer of glamour and strength ([see story](#)).

Despite its recent priority towards music, Balmain's latest advertising film features no soundtrack, instead focusing on ambient noise.

Similarly to Balmain, Cond Nast Traveler held a campaign with music to inspire readers' summer travel plans in a collaborative effort with Pitchfork, an online music magazine.

For the June/July 2016 issue of Cond Nast Traveler, the magazine paired with Pitchfork, also in the Cond Nast stable, to prepare a Spotify playlist for summer vacations. Audio connects to consumer sentiment in ways similar to images, but taps more heavily into nostalgia and sense of place, causing marketers to curate soundtracks for stores and campaigns and to translate a brand's message ([see story](#)).

"The release of a song to promote a brand isn't necessarily unique to marketing in general, but in the digital age of social, coveted viral campaigns it certainly is among the elite with this catchy tune," Ms. Troutman said.