

APPAREL AND ACCESSORIES

Balmain unveils new logo, monogram

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BALMAIN

Balmain releases its new logo and monogram. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain is the latest label to announce a logo refresh, as fashion brands continue to evolve with modern trends.

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Creative director Olivier Rousteing released a statement explaining that tradition within the label is important, but as times change, the brand needs to evolve. The brand released a new logo and monogram, with the latter being a B with an additional stroke to represent a P as well.

Monogram and logo

The new monogram has a double meaning, with the P standing for its Paris headquarters, as well as referencing its founder Pierre Balmain's initials.

The brand's new logo features a more minimalist design of the phrase Balmain Paris.

"I strongly believe that in order to move forward, you must first be clear about where it is that you're coming from," Mr. Rousteing said in his statement. "That is why, at each and every step of this re-design process, I stressed the need to acknowledge our roots and reference the familiar design that Pierre Balmain created for his atelier over 70 years ago.

"I am quite pleased with what we've created: a contemporary, clean and bold logo for this historic house, which manages to retain the heritage of the original, while making clear to all that it represents a French luxury brand for the modern era," he said.



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Les filles Balmain

A post shared by OLIVIER R. (@olivier_rousteing) on Dec 3, 2018 at 10:38pm PST

Olivier Rousteing's Instagram

The brand joins others such as Burberry, Pink, Celine and many others in unveiling a logo redesign, but it is not the only change Balmain has recently made.

Balmain is looking to get back to its Parisian roots by returning to couture.

For the first time in 16 years, Balmain will be designing a couture line again, headed by Mr. Rousteing. The announcement was made during Women's Wear Daily's Retail & Apparel CEO Summit ([see story](#)).

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