

APPAREL AND ACCESSORIES

## Balmain seeks to modernize fashion with streaming, AR app

January 18, 2019



*Balmain's app. Image credit: Balmain*

By STAFF REPORTS

French fashion house Balmain is making its brand more accessible and inclusive with the launch of a mobile application that will offer augmented reality experiences and live-streamed runway shows.

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

Debuting ahead of the brand's couture runway presentation on Jan. 23, the app will allow consumers to watch the show in real-time. In recent years the luxury fashion experience has been opened to more consumers via social media, but Balmain is looking to take democratization to a new level.

"For too many years, the legendary ateliers, boutiques and runways of Paris have only been open to a very lucky select few," said Olivier Rousteing, creative director of Balmain, in a statement. "We'd like to try to begin to change that, by inviting as many members of our Balmain Army into our Balmain universe."

### Democratization plan

One of the experiences available at the app's launch is the ability to live-stream Balmain's couture runway show with the tap of a finger. Balmain recently returned to couture, and this is the first couture show for the brand since Oscar de la Renta was creative director in 2002 ([see story](#)).

Balmain's app also includes an AR experience that can be triggered by scanning wild postings.

Another upcoming experience will enable consumers to take a tour of the brand's soon-to-open flagship on rue Saint Honor in Paris. The store is slated to open in February.

*Balmain is opening a new store in Paris in February*

The app will be updated with new content in the future.

Last year, Balmain opened its first Italian flagship in Milan, bringing touches of the label's Parisian hometown to Via Montenapoleone. The 3,000-square-foot boutique features a new store concept for Balmain, which will be used as the basis for future openings.

For the Milan boutique's opening, the brand has set up a temporary lounge. Here, consumers could put on a

pecially designed Oculus headset to take a virtual tour of Paris guided by Mr. Rousteing.

"My City of Lights" followed the designer's emotional journey as he creates each runway collection, taking consumers into the process ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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