

APPAREL AND ACCESSORIES

## Balmain undresses its spring campaign with familiar talent

January 31, 2019



Balmain hires Cara Delevingne for spring. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain is looking to a previous ambassador for its latest campaign that bares it all.

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Model Cara Delevingne returns to Balmain for its spring campaign in a black-and-white shoot where she is featured nude. However, she is not the only topless talent in the campaign.

'90s babies

Creative director Olivier Rousteing joins Ms. Delevingne in the spring campaign in a topless photo in which he covers her breasts with his hands while standing behind her.

Ms. Delevingne appeared in the brand's October show in Paris for the spring collection.

The young creative director, aged 33-years old, states that he was looking for a '90s album cover motif, the time period in which both the model and creative director grew up.

Balmain has alluded to a variety of future projects happening with the model in the rest of 2019, despite Ms. Delevingne's claims to be taking a step back from modeling.

### IN OUR ELEMENT

A first look at the [#BALMAINSS19](#) ad campaign featuring [@ORousteing](#) & [@Caradelevingne](#). Photographed by Dan Belei. [#BALMAINARMY pic.twitter.com/Cr51mbIMEY](#)

Balmain (@Balmain) [January 31, 2019](#)

The French fashion brand recently made its brand more accessible and inclusive with the launch of a mobile application that will offer augmented reality experiences and live-streamed runway shows.

Debuted ahead of the brand's couture runway presentation on Jan. 23, the app allowed 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 ([see story](#)).

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