

APPAREL AND ACCESSORIES

## Balmain unveils new Paris flagship

February 14, 2019



# BALMAIN

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

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By STAFF REPORTS

French fashion house Balmain is celebrating the holiday rooted in love in the City of Love with a major opening.

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Balmain has opened the doors to its Paris flagship store today, Feb. 14. The store extends the brand's new theme introduced by its recent Milan flagship, according to a report from *Women's Wear Daily*.

The new Balmain

The new store is located on the coveted rue Saint-Honor street, which is home to many high-end luxury brands. The shop is two stories and is now Balmain's biggest location at 6,845 square feet.

Balmain is following many others with a new interpretation of retail as consumers search for something different.

The label's CEO is focused on creating a showroom where customers can get a feel for its products but still be able to purchase online. *WWD* reports that 25 to 30 percent of the brand's total sales happen online.

In addition to the Paris store, Balmain will introduce a new flagship in Shanghai sometime this year and relocate its New York store from Madison Avenue to Wooster Street, doubling its size.

The label offered a preview of the new Paris flagship with its couture show last month, debuting its new creative director, Olivier Rousteing's first collection with the brand. Balmain will also host a special cocktail party on March 1 for its ready-to-wear show.



*Balmain hired Cara Delevingne for its spring campaign. Image credit: Balmain*

Balmain's new flagship features a staircase with two contrasting styles, representing the theme of the entire store, one being wrought iron and another sleek and modern with a mirrored wall.

Meant to evoke the feeling of a Parisian apartment, the store features spaces inspired by a library, garden, game room and smoking rooms.

For a truly omnichannel experience, the store also features a large digital screen in the style of a window, which will screen a variety of Balmain content including campaigns, shows and more. The store is also fitted with Oculus Rift headsets.

Balmain recently announced a logo refresh, as fashion brands continue to evolve with modern trends in December.

Mr. 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 ([see story](#)).

The new logo is featured around the Parisian store.

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