

APPAREL AND ACCESSORIES

Balmain mixes music, fashion, charity

June 24, 2019



Balmain supports Red organization in Spring show. Image credit: Balmain

By STAFF REPORTS

French fashion label Balmain is working with the charity organization Red while focusing on its closeness to music.

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Balmain held its spring 2020 collection show during Paris' famous music celebration la Fête de la Musique to celebrate the brand's love of music. The event included a variety of musical performances in an effort to further merge fashion and music, but also to benefit the nonprofit organization Red that works to raise money to combat HIV.

Fashion, music and charity

Attendees were encouraged to donate to the organization while Balmain donated profits from sales of merchandise, food and drink.

Diamond Foundry, Puma, Balmain, Paris Hair Couture, L'Oreal, Alterfood, Au Top, Bagnard, Cyril Lignac, Hxouse, Le Bar, Stohrer and Urban Act also helped contribute.

The showcase took place in an outdoor setting on June 21, the summer solstice and the longest day of the year, at the 400-year-old Jardin des Plantes.

"We are so grateful to Olivier and everyone at Balmain for lending their talent and unrivaled creativity to Red's fight to end AIDS," said Jennifer Lotito, chief operating officer of Red, in a statement. "This incredible event will harness the energy of fashion and music fans to not only raise money, but also bring real heat and awareness to a disease that remains a crisis today.

"This unique celebration comes in a truly critical year, as France prepares to host the sixth Global Fund Replenishment in October," she said.

[View this post on Instagram](#)

BALMAIN FESTIVAL V01 Watch the #BALMAINSS20 men's runway show during #BALMAINFESTIVAL on IGTV and BALMAIN.COM The entire event set at the Jardin des Plantes in Paris was dedicated in supporting @red's efforts to #endAIDS.

A post shared by BALMAIN (@balmain) on Jun 23, 2019 at 4:29am PDT

Instagram post from Balmain

The French fashion house recently marked the holiday rooted in love in the City of Love with a major opening. Balmain opened the doors to its Paris flagship store on 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* ([see story](#)).

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