

APPAREL AND ACCESSORIES

## Balenciaga focuses on values in French luxury

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*Balenciaga is one of the most in-demand labels among male affluents. Image credit: Balenciaga*

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By STAFF REPORTS

French fashion house Balenciaga is joining luxury collective Comité Colbert, as it seeks to reaffirm the specificities of French luxury.

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Balenciaga, along with musical instrument maker Henri Selmer, have joined the collective, focusing on intangible heritage, craftsmanship, creativity, innovation and ethics in French luxury. The organization believes these two additions will help strengthen France's stance as a leader in luxury.

French luxury

With the new designers, Comité Colbert is now comprised of 84 luxury houses in addition to 16 cultural institutions.

These brands have all come together to share the same values of luxury in France.

"Balenciaga brings history and creativity to the design of emblematic, modern and innovative fashion products," said Elisabeth Ponsolle des Portes, president/CEO of the Comité Colbert, in a statement. "Whereas Henri Selmer Paris has been celebrating the sense of hearing for four generations, thus contributing to the sensory alchemy that is the hallmark of luxury.

"We're pleased to welcome to the Comité Colbert these two iconic houses which, each in its respective business area, embody the values of our collective," she said.



*Balenciaga's Fall Winter 2017 show. Image credit: Balenciaga*

The collective was established in 1954 by a group of French executives and today focuses on forward thinking.

Comité Colbert recently revealed it has its sights set on an American audience.

Through 2020, the organization will focus on reaching consumers in the United States, who it says share its values. While much of the growth in luxury is happening in Asia, the U.S. market is still a driving force in the luxury business ([see story](#)).

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