

RETAIL

## Balmain pops up at Selfridges with sneaker personalization

June 28, 2019



*Balmain's sneakers at the CornerShop. Image credit: Selfridges*

By STAFF REPORTS

French fashion house Balmain has taken over Selfridges' Corner Shop for a celebration of sneakers.

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

Centered on the label's sporty footwear, the pop-up gives customers the chance to buy customized and exclusive styles. Sneakers have become a highly coveted fashion item, and luxury labels are getting into the game with high-fashion touches.

### Sneaking into Selfridges

Balmain's pop-up opened June 24, and it will run until July 7. The temporary outpost is being held in the Corner Shop, a conceptual part of Selfridges' London flagship that hosts a rotating collection of brands and partnerships.

For the occasion, Balmain is retailing exclusive styles of sneakers and an assortment of unisex logo T-shirts and hoodies that are solely available at Selfridges.

At the pop-up, artists will be on hand to personalize sneakers with spray paint, embossing or studs.

Translating this customization offer to a bigger scale, Balmain creative director Olivier Rousteing spray painted a Rolls-Royce Cullinan at the store, putting his own touch on the car.

[View this post on Instagram](#)

Always here for @balmain | @olivier\_rousteing puts his stamp on the Rolls Royce Cullinan to celebrate his customisation booth at the @balmain Corner Shop in #SelfridgesLondon

A post shared by Selfridges (@theofficialselfridges) on Jun 25, 2019 at 12:15pm PDT

### *Instagram post from Balmain*

Mr. Rousteing also features in a video profile by Selfridges, in which he talks sneakers, boxing, streetwear and diversity.

In 2017, Selfridges launched its pop-up concept, which borrows from the typical British tradition of the corner shop with an eclectic mix of products of luxuries big and small.

Selfridges' Corner Shop is located at its London flagship on the corner shared between Oxford and Duke Streets. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items both necessary and non-essential ([see story](#)).

Balmain's pop-up follows takeovers by brands including Fendi, Balenciaga and Pat McGrath Labs ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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