

FRAGRANCE AND PERSONAL CARE

Balmain recruits Kylie Jenner for cosmetics collaboration

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Kylie Jenner and Balmain creative director Olivier Rousteing. Image credit: Kylie Cosmetics

By STAFF REPORTS

French fashion label Balmain is enlisting makeup mogul Kylie Jenner for a special Paris Fashion Week collaboration.

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Ms. Jenner will serve as the artistic director for makeup at Balmain's runway show on Sept. 27, followed by the launch of a KyliexBalmain capsule collection. Creative director Olivier Rousteing personally recruited Ms. Jenner for the effort, reports *Women's Wear Daily*.

Collaborating with Kylie

Ms. Jenner will be working closely with the models appearing in Balmain's show, before unveiling the limited makeup line at the luxury brand's Rue Saint-Honor boutique.

The KyliexBalmain collection includes a nine-pan eye shadow palette, matte lip kit and high-shine gloss and will only be available for sale on the Kylie Cosmetics Web site.

[View this post on Instagram](#)

Paris is always a good idea surprise.. KYLIE X BALMAIN @kyliecosmetics collection launching this Friday 9.27 on KylieCosmetics.com @olivier_rousteing @balmain #PFW #KYLIEXBALMAIN

A post shared by Kylie (@kyliejenner) on Sep 23, 2019 at 10:01pm PDT

Kylie Jenner teased the project to her 147 million Instagram followers

Ms. Jenner's Kylie Cosmetics, as well as skincare successor Kylie Skin, has found traction with a DTC strategy including limited product offerings, streetwear-style drops and social media marketing ([see story](#)).

This is not the first time Balmain has worked closely with members of the famous Kardashian-Jenner family.

In 2016, Balmain's fall/winter campaign film went viral thanks to the celebrity of collaborator Kanye West, husband of Kim Kardashian-West.

Released as a music video for the recording artist's song "Wolves," the video stars a cast that includes Ms. Kardashian-West and a bevy of top models. Following its premiere on the rapper's YouTube channel, the campaign has been viewed millions of times, giving the house a platform to reach an audience that extends past its own social followers ([see story](#)).

The following year, Mr. Rousteing recruited Ms. Jenner to promote Balmain's headphones collaboration with Beats by Dre ([see story](#)).

Mr. Rousteing and Balmain have also previously dabbled in the beauty space.

The 2017 Balmain x L'Oreal capsule collection included a dozen shades developed by Mr. Rousteing and the cosmetics maker's team. The 12 lipsticks were segmented into three color schemes ([see story](#)).