

APPAREL AND ACCESSORIES

Balmain delves into brand heritage with podcast series

December 9, 2020



Balmain has launched a podcast exploring the history of the brand, which was founded by Pierre Balmain. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

French fashion label Balmain is the latest to join the roster of brands experimenting with podcasts with the launch of a new series hosted by creative director Olivier Rousteing.

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

"L'Atelier Balmain" will explore the history and pillars of the fashion label, which was founded in Paris in 1945. Mr. Rousteing has garnered acclaim for embracing digital marketing as a way to share luxury heritage with younger consumers.

L'Atelier Balmain

The first episode of Balmain's new podcast is titled "How You Gonna Keep Them Down On The Farm After They've Seen Patee?" and studies the origins of founder Pierre Balmain and Mr. Rousteing. Both men grew up in the French countryside before rising to prominence in the fashion industry.

Upcoming episodes will examine similar themes and share insights from Mr. Rousteing and other members of the Balmain team. L'Atelier Balmain is now available on Apple Podcasts.

Tune in to the first podcast episode of "Balmain l'Atelier" streaming now on Apple Podcast and [@AppleMusic](#)

Listen to compelling stories from the house of Balmain, with personal insights from [@ORousteing](#) and members of his team. <https://t.co/hXb9B7ov3N> pic.twitter.com/Vq3iE1Nr8w

Balmain (@Balmain) **December 7, 2020**

The podcast can be seen as an extension of the "Balmain Heritage Talks" video series Mr. Rousteing hosts on the label's YouTube channel. It is one of several strategies Mr. Rousteing discussed at the FT Business of Luxury Summit to help democratize luxury and appeal to Generation Z ([see story](#)).

With a low cost-of-entry and a high return on investment, brand podcasts have become increasingly popular. Podcast audiences dipped briefly at the beginning of lockdowns when people stopped commuting to work but have since rebounded and continue to grow.

Other luxury brands recently delving into podcasts include fashion label Ferragamo, jeweler Chaumet as well as automakers BMW and Rolls-Royce.

© 2020 Napean LLC. All rights reserved.

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