

APPAREL AND ACCESSORIES

Balmain, Maluma collaborate on limited-edition collection

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Maluma for Balmain. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

Balmain creative director Olivier Rousteing has partnered with Colombian singer Juan Luis Londoó Arias, known professionally as Maluma, on a new fashion line.

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Reflecting the Balmain brand, where music and fashion are seamlessly intertwined, the two have designed a collection that aims to unite the designer's classic French signatures with the singer's distinctive Caribbean spirit. Inspired by vintage bright tones and sharp tailoring, the Balmain x Maluma capsule plays on Miami hues and 90s-styled silhouettes.

Balmain x Maluma

At last year's MTV Video Music Awards, Maluma stepped onto the stage in a custom neon Balmain ensemble that called back to graphic hues of the 80s and 90s.

Mr. Rousteing and the singer intended to debut the collection during Maluma's tour, however the tour was canceled due to the ongoing COVID-19 pandemic.



The Miami-inspired collection includes multiple read-to-wear pieces. Image credit: Balmain

To supplement the collection, Mr. Rousteing has also curated a playlist available now on Apple Music featuring music that inspired the collection.

Available in all Balmain boutiques and online until June 1, the collection features ready-to-wear designs, including sneakers, blazers, t-shirts, pants and other pieces.

Beginning April 15, the collection will be available at Saks Fifth Avenue.

This collection marks the second time Balmain has collaborated with a notable celebrity on a fashion line. In 2018, the brand partnered with American singer Beyonce to create a custom on-stage look for her Coachella performance.

A capsule collection of sweatshirt and tees designed by Mr. Rousteing were sold to support the United Negro College Fund ([see story](#)).

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