

APPAREL AND ACCESSORIES

## Balmain partners with Netflix on Western-inspired collection

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The collection, with wide usage of suede, leather and fringe, is available for purchases on Balmain and Netflix websites. Image credit: Netflix

By LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** is collaborating with global video streaming platform Netflix on a collection modeled after a new film.

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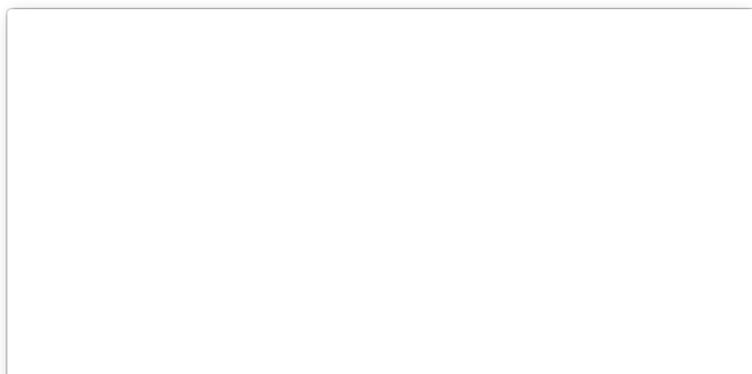
Balmain launched a limited-edition clothing and accessories collection in partnership with Netflix to coincide with the global release of *The Harder They Fall*, a Western starring British actor Idris Elba. After working on select designs for the Netflix film, creative director Olivier Rousteing created a number of designs for the capsule collection.

"Being part of this project is another way for me to break boundaries and to make sure we give to a new generation a better world," Mr. Rousteing said in a statement.

Balmain in the wild west

Mr. Rousteing and Netflix have an established relationship, as the platform released *Wonder Boy*, a documentary tracking the designer's search for his biological parents, earlier this year.

In a recent Instagram post, Balmain showcases some accessories from the new collection, highlighting the way the house's aesthetic was melded with the film's bold look.



[View this post on Instagram](#)

A post shared by Balmain (@balmain)

The collection, with wide usage of suede, leather and fringe, is available for purchases on the Balmain and Netflix websites. Items include a suede fringe bag, a cropped t-shirt, a maxi bag, a suede leather biker jacket, a bandana, a short eyelet dress and more.

It has been a busy year of collaborations for Balmain.

In April, Mr. Rousteing partnered with Colombian singer Juan Luis Londoo Arias, known professionally as Maluma, on a new fashion line.

Reflecting the Balmain brand, where music and fashion are seamlessly intertwined, the two 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 ([see story](#)).

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