

APPAREL AND ACCESSORIES

Balmain, Mattel launch Barbie-inspired collection, NFTs

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Balmain and Mattel are releasing three one-of-a-kind Barbie x Balmain NFTs as well as a ready-to-wear line. Image courtesy of Balmain

By LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** is collaborating with toy manufacturer Mattel in the iconic Barbie doll's first venture into the digital art world.

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Balmain and Mattel are releasing three one-of-a-kind Barbie x Balmain NFTs which will be sold at auction through Mattel Creations, as well as a ready-to-wear line. A bespoke set of Barbie x Balmain looks will be given with each NFT.

"As our campaign images make very clear, Barbie and Balmain are embarking upon a distinctly multicultural, inclusive and always joy-filled adventure," said Olivier Rousteing, creative director of Balmain, in a statement.

A Barbie world

Balmain and Mattel's three NFTs will be of distinctive Barbie and Ken avatars styled in Balmain designs. The NFT auction will be hosted on MintNFT, with interested consumers being invited to join the Barbie x Balmain MintNFT fireside chat on Jan. 11 on [NFT.MattelCreations.com](https://nft.mattelcreations.com).

Melding the digital and physical worlds of art and fashion, the partnership is also releasing a Barbie x Balmain ready-to-wear and accessories line. The line will reflect the cultural icon of the Barbie doll and its known flair, fostering nostalgia with the toy's Barbie logo from the 1990s and its recognizable pink packaging.



With the new collaboration, Balmain gives Barbie's looks a luxury upgrade. Image courtesy of Balmain

The collection, which will feature more than 50 pieces and range from t-shirts to gowns, reflects Balmain and Barbie's shared bright and expressive ethos.

Beginning Jan. 13, consumers can shop the Barbie x Balmain collection at Balmain stores, [balmain.com](https://www.balmain.com), Mattel Creations and additional retailers.

Balmain continues forming unique partnerships to reach new audiences.

Last November, the French fashion label collaborated with global video streaming platform Netflix on a collection modeled after a new film.

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, Balmain's Mr. Rousteing created a number of designs for the capsule collection ([see story](#)).