

JEWELRY

Balmain to launch gender-neutral fine jewelry collection

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Balmain is releasing a gender-free, sustainable fine jewelry line. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

France's Balmain is entering the fine jewelry space with a gender-neutral and sustainable collection this summer.

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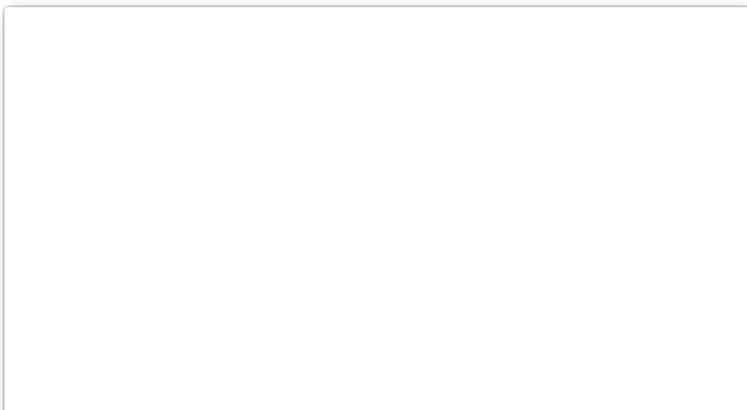
Balmain's extension into the new category remains true to its brand values of boldness and inclusivity, which have helped the label resonate with younger consumers. *Women's Wear Daily* was the first to confirm Balmain's upcoming fine jewelry launch.

Time to sparkle

According to *WWD*, Balmain will be working with the Paris-based **Adorisa Group** on the new endeavor.

Established in 2021 and led by CEO Francois Delage, an alumnus of Louis Vuitton and De Beers Group, Adorisa Group describes itself as "passionately developing fine jewelry collections for fashion houses." The company has in-house departments focusing on design, product marketing, communications, merchandising and distribution.

"We like to think of ourselves as connectors and facilitators, which is why we worked so closely with Olivier and his team, using our expertise to ensure that both the house's distinct attitude and Olivier's creative vision were perfectly translated into Balmain's first fine jewelry collection," Mr. Delage said in a statement to *WWD*.



[View this post on Instagram](#)

A post shared by Balmain (@balmain)

Balmain has already dabbled in jewelry, but is elevating its offerings

"In addition, our deep commitments to sustainability and craftsmanship are values that Balmain clearly shares."

The fine jewelry collection will reportedly be made of ethically sourced 18-karat gold, conflict-free minerals and traceable gemstones. It will be available later this summer at Balmain boutiques and multibrand retailers, as well as online.

In 2019, Balmain debuted a collaboration with lab-grown diamond maker Diamond Foundry, seeking to offer customers sustainably produced jewelry. The first joint creation, a pair of hoop earrings, premiered at the brand's Paris Fashion Week spring/summer 2019 show ([see story](#)).

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