

APPAREL AND ACCESSORIES

Balmain drops jubilant, chic Pokmon collection

September 6, 2022



The fun, chic collection spans from denim jackets and cargo pants to sneakers and more. Image courtesy of Pokmon

By LUXURY DAILY NEWS SERVICE

French fashion label Balmain is aiming to "catch 'em all" with its new capsule collection spotlighting Pokmon.

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

The fun, chic collection spans from denim jackets and cargo pants to sneakers and more. Channeling the joie de vivre of the beloved Japanese animated series, Balmain puts its fashionable foot forward for a collection that celebrates a specific brand of child-like joy.

"Pokmon's bright pop aesthetic and captivating creatures have always appealed to me," said Olivier Rousteing, creative director at **Balmain**, in a statement.

"Today, they make me think of an earlier, simpler time, when we all shared a rosy vision of all the positive changes that we were certain that digital innovations would make possible," he said. "And that's a key reason why I'm so happy to partner with Pokmon on this collection because, right now, we could all use a reminder of those past moments of hope and optimism."

Bright pop aesthetic

The Balmain x Pokmon Trainer Fashion Set brilliantly melds the ethos of the popular cultural franchise Pokmon has offered video games, trading cards and more to the world with revered style codes from the French fashion label.

One of the most recognizable Balmain motifs present in the new collection is The Labyrinth, a maze-inspired theme designed by house founder Pierre Balmain more than 50 years ago.



Balmain motifs reverberate through the collection. Image credit: Pokmon

The collection boasts a Pokmon print sweatshirt for \$995; a Pokmon denim jacket with several fun patches featuring the franchise's iconic leader Pikachu for \$2,395; a nylon leather backpack featuring the Labyrinth theme for \$1,695 and several additional offerings.

This is not the first time Pokmon has carved a space for itself within the luxury world.

Last year, French crystal maker Baccarat celebrated a new partnership with Pokmon with a hypnotizing new short film appealing to younger consumers.

The new vignette shows the meticulous work behind forming the Baccarat Pokmon figurines, a celebration of the video game series' 25th anniversary. The collection consists of two figurines, the Pikachu Fragment, with a limited release of 25 pieces, a Pikachu figurine and a crystal Pok Ball ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.