

APPAREL AND ACCESSORIES

Balmain Festival benefitting (RED) provides ultimate entertainment experience

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One hundred percent of each guest's donation will directly support (RED) and the Global Fund to fight AIDS and COVID-19. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** is once again putting on the ultimate event in melding food, fashion and entertainment.

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The third annual Balmain Festival is set to take place on Sept. 28, welcoming more than 10,000 guests. This year's festivities are supporting (RED) and the Global Fund's initiatives and efforts to combat pandemics.

Fashion, food and fun

The Balmain Festival has evolved over the years, as the inaugural event began in 2019 with a concert and runway show for 1,500 onlookers. Years later, the event has evolved into an immersive, jam-packed experience.

Consumers who pledge a minimum donation of 20 euros, or \$19.93 at current exchange, will receive two tickets for the Balmain Festival's show and concerts.

Consumers will enjoy limited-edition merchandise, music and more

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Taking place on the perimeter of Paris' Stade Jean Bouin, the label is crafting the Balmain Festival village, offering food stands, limited-edition Balmain merchandise and more.

A portion of the sales of limited-edition Balmain merchandise and the village's food and drinks will also support life-saving health programs.

Balmain and (RED) continue to foster their longtime relationship.

In 2018, Balmain auctioned off some of the custom pieces it designed for the Met Gala on May 7 in support of charity (RED), which is devoted to researching and curing AIDS.

The designs were created by Balmain creative director Olivier Rousteing for his guests to the gala. Each custom piece was auctioned off individually with all of the proceeds going to (RED)'s efforts to research AIDS treatment ([see story](#)).

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