

APPAREL AND ACCESSORIES

Balmain weaves beloved story into contemporary collection with 'Petit Prince' push

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Mr. Gyasi continues to reverberate motifs and symbols from the tale, set in the artist's hometown of Accra, Ghana. Image credit: Balmain

By KATIE TAMOLA

French fashion label Balmain is ushering a literary classic into the present in a new spot.

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"Le Petit Prince, In Living Color" takes a contemporary, artistic approach to the classic story, using elements of the tale to illustrate Balmain's fall/winter 2022 collection. Envisioned by visual artist Prince Gyasi, the vignette shows how Balmain has made the story its own, furthering themes of childlike discovery and peace.

A prince in Balmain

Balmain's retelling of "Le Petit Prince," a book by French author Antoine de Saint-Exupry, begins with three young boys sitting atop a red plane, a clear reference to one of the focal points within the story.

The three young boys are dressed in all-white ensembles.

Balmain takes on a literary classic

The shot cuts to a different set of models, with one model in an all-white outfit, complete with white platform sneakers, reclining on the plane, as a fellow model fashions a gold suit.

Set to an eerie soundtrack as models look on intensely, an artistic feel is established.

Ms. Gyasi's poetic vision still maintains the childlike spirit inherent in the book, as one of the children modeling is seen playfully walking across the stop of the plane, attempting to maintain his balance.



Balmain puts a fashionable spin on a beloved story. Image credit: Balmain

Shot like a collection of moving photographs, each shot is followed by another set of models fashioning the looks.

Mr. Gyasi continues to reverberate motifs and symbols from the tale, set in the artist's hometown of Accra, Ghana.

With the vignette, Mr. Gyasi has managed to meld his own background, a beloved literary classic and fashion to offer consumers a nostalgic, fashionable refresh of a classic.

Finding the child within

Several luxury brands have tapped into consumers' reverence for their childhoods. Whether a favorite storybook or character, brands are looking to seize the attention of the new generations of luxury lovers.

French crystal maker Baccarat is once again tapping its inner child with its latest character offering.

The crystal maker has gone the literature route in its latest creation, offering a crystal representation of Miffy, a beloved bunny from an iconic series created by Dutch artist Dick Bruna. The crystal has captured Miffy's charming and adorable persona, an ideal symbol for literature lovers who are looking to display an integral character from their childhood ([see story](#)).

While the days of unicorn, kitten and firetruck embellishments are not of the past, childrenswear has upgraded and emerged as a legitimate fashion category.

Bright colors and dynamic materials will never go out of style for young fashionistas, but similar to their adult counterparts, the pandemic introduced new codes for blending individuality and sensibility. Social media is also assuming a bigger role in kidsweat trends as millennials become the next generation of parents ([see story](#)).

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