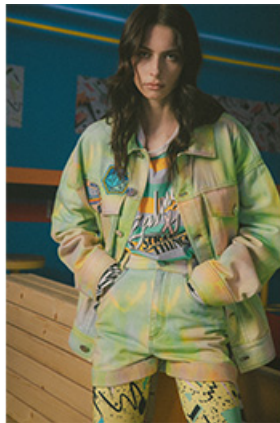


APPAREL AND ACCESSORIES

Balmain to drop limited-edition Stranger Things collection

November 4, 2022



For the collection, Mr. Rousteing channeled the bright colors and spirit of 80s music videos, aerobics workouts and "mallrat" outfits. Images courtesy of Balmain

By LUXURY DAILY NEWS SERVICE

French fashion house Balmain has teamed up with an unlikely partner Netflix to create a limited-edition collection inspired by one of the streaming service's hit shows, Stranger Things.

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The 1980s-inspired looks will drop on Stranger Things Day, Nov. 6.

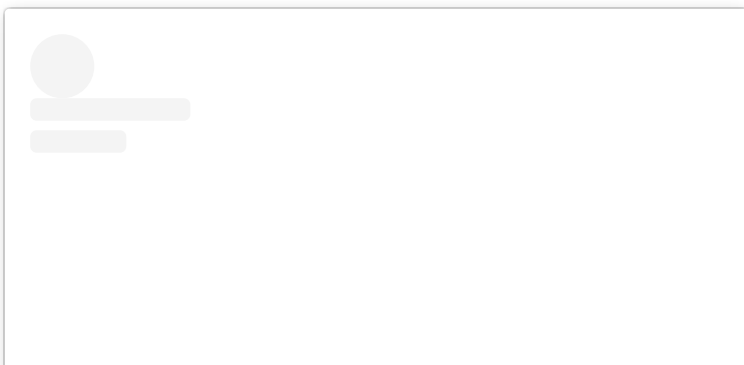
"I may not be a child of that moment, but those familiar with my Balmain runways already know that I've always been mesmerized by the singular pop spirit of that era," said Olivier Rousteing, Balmain's creative director, in a statement.

"So, when Netflix reached out to me to design a special, limited-edition Balmain x Stranger Things collection, I was immediately on board," he said.

But so strange

Mr. Rousteing, born in 1985 and growing up in Bordeaux, France, may have lived far away from the fictional 80s Hawkins, Indiana, in Stranger Things, but has always been a fan of the show.

The designer said he binge-watches every season as soon as Netflix releases the latest installment of the blockbuster fantasy-horror series, which began in 2016.





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Mr. Rousteing has also been inspired by the 80s world the show had created, from the settings to music to clothing. For the collection, Mr. Rousteing channeled the bright colors and spirit of 80s music videos, aerobics workouts and "mallrat" outfits.

The resulting oversized, patterned tops, tights and denim are emblazoned with Stranger Things' signature catch phrases, logos and icons topped off with Balmain's signature embellishments.

Accessories include an iPhone case in the shape of a mix tape and a special edition of the bestselling B-Court Sneaker.

The collection will be available at the Balmain flagships on rue Saint Honor in Paris and Melrose Place in Los Angeles, along with Balmain.com.

Production of the fifth and final season of Stranger Things is currently underway.

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