

FRAGRANCE AND PERSONAL CARE

Balmain adds senior vice president of global creative to beauty roster

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Mr. Dorsinville is a champion of diversity in the fashion and beauty industries. Image credit: Hans Dorsinville

By LUXURY DAILY NEWS SERVICE

French fashion label Balmain has called upon industry veteran Hans Dorsinville to take creative control of its eponymous beauty division, which is expected to debut in fall 2024.

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The newly-appointed senior vice president of global creative will manage the beauty brand's creative content, including concepts, images and strategy, and will ensure this new division aligns with the main house ethos. Effective as of January 2023, Mr. Dorsinville reports directly to Balmain's creative director, Olivier Rousteing.

"We are thrilled that Hans will be taking on this creative leadership role, partnering with Olivier on the creative of Balmain Beauty," said Nathalie Berger Duquene, senior vice president and global general manager of **Balmain Beauty**, in a statement.

"Hans' deep and tenured experience in fashion and beauty, and his reputation for producing bold and innovative creati(ons), make him ideally suited to take on this role," she said. "His unique strengths will reinforce the infinite possibilities of this exciting new luxury beauty brand."

Beautiful partnership

Balmain Beauty is a production, development and distribution partnership between parent company and Este Lauder Companies Inc. which was first announced in September.

While Balmain currently offers a line of luxury haircare products, this new venture will focus more deeply on cosmetics ([see story](#)).

As such, in addition to the Balmain beauty team, Mr. Dorsinville will collaborate with other members of the larger Este Lauder Companies, including Ms. Berger Duquene as well as Guillaume Jesel, president of global brands for Tom Ford Beauty, Balmain Beauty and luxury business development.



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Mr. Jesel was appointed to this role in September, prompting Mr. Rousteing to praise his passion and creativity ([see story](#)).

Mr. Dorsinville, a graduate of the famous Parsons School of Design, has served a number of roles in both the fashion and beauty spaces for more than two decades. He worked for seven years in a creative capacity at Donna Karan brands, including within the label's fragrance and skincare divisions.

The executive co-founded Laird and Partners, a fashion and luxury branding agency based in New York, where he served as executive vice president and senior creative director. He singlehandedly founded the Creative Coalition for Diversity in 2018, in an effort to expand opportunities for creatives of color in the beauty and fashion industries.

Prior to his current position with Balmain, Mr. Dorsinville served as chief creative officer at New York-based Gotham agency, which specializes in beauty and fashion.

For this current role, the executive will remain in New York.

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