

RETAIL

Saks, Balmain launch exclusive capsule amidst purse push

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The fashion brand's first-ever handbag shop-in-shop is now open at the department store's Fifth Avenue location. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

In the midst of an exclusive launch, a first for French fashion label Balmain reaches U.S. retailer **Saks**' shop floors.

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The partners are rolling out a summer capsule of women's and men's apparel, swimwear, handbags and shoes fit for the beach, now available online at Saks.com and in select stores nationwide. As the collection hits shelves, a new merchandising concept manifests at the department store's Fifth Avenue location, as Balmain's premier shop-in-shop dedicated to purses debuts in New York City.

Boosting bags

A global first for the brand, Balmain's custom accessorial space is situated upon the Saks Fifth Avenue flagship's main floor, sharing the level with one of two immersive displays promoting its separate ready-to-wear assortment.

Installations by Esen Creative Visuals feature warm colors, reflective materials and specialized lighting, each element nodding to the season's sunsets. Empire State visitors can explore the special set-ups from June 20 through July 3.

The journey continues on the building's third floor, which houses women's designer lines, now adding the limited-edition "Balmain Beach" collection into the mix.



The Saks-exclusive collection turns to sunlit hues, references to French holidays and trusted silhouettes. Image courtesy of Saks

Combining classic house codes with European coastal looks, knit fabrications and bodycon fits play with popular designs, in styles informed by creative director Olivier Rousteing's south of France getaways.

Clients based in Beverly Hills, Bal Harbour, New York, Palm Beach, Atlanta, Boca Raton, Naples and Phoenix can also drop into a local hub ([see story](#)) to shop in person.

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