

APPAREL AND ACCESSORIES

Balenciaga goes Hollywood with ambassador appointment, collaboration

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Academy Award-winning actress Nicole Kidman is now representing the brand in an official capacity. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is out with multiple Los Angeles-based announcements and activations this week.

The maison has appointed American-Australian actress Nicole Kidman as brand ambassador. Alongside this, Balenciaga is launching a capsule collaboration with Californian upscale supermarket chain Erewhon.

"Balenciaga has been with me through some of the most memorable events in my life, from my wedding to the Oscars red carpet," said Ms. Kidman, in a statement.

"I'm excited to work with Balenciaga as an ambassador and look forward to creating more memories together."

California love

The Academy Award-winning actress is expanding her longstanding relationship with the label, now representing it in an official capacity.

Ms. Kidman is a massive public presence, with recent Emmy and Golden Globe wins for her performance in the HBO series *Big Little Lies*. She joins a group of Hollywood heavyweights recently added to the Balenciaga representative roster, including French actress Isabelle Huppert and Malaysian actress Michelle Yeoh ([see story](#)).



Several co-branded items have been released as part of the Erewhon partnership. Image credit: Balenciaga

The label is not leaving Hollywood without other activations, recently presenting its fall 2024 collection in Los Angeles for the first time in the brand's history.

Launched on Dec. 2, Balenciaga is collaborating with the famous Los Angeles-based institution, Erewhon. Their limited-edition capsule consists of leather and paper tote bags, jerseys, t-shirts, hoodies, caps, aprons and a reusable shopping bag.

Each of the products sport no-logo looks, the focus being on the supermarket chain's iconography instead of the French maison's.

The array is available now on Balenciaga's [website](#) and in the brand's boutiques.

To celebrate the clothing launch, a new juice offering, one of the retailer's specialties, has been made. Dreamt up in partnership with Balenciaga, the beverage is being served in a co-branded bottle at all 10 Erewhon locations through Dec. 9.

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