

FRAGRANCE AND PERSONAL CARE

Balmain Beauty teases fall fragrance debut

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Further details on "Confidentiel" could be unveiled as soon as tomorrow. Image credit: Balmain Beauty

By LUXURY DAILY NEWS SERVICE

French fashion label Balmain's upstart beauty division is releasing its first perfume product later this year.

Come September 2024, Balmain Beauty's inaugural fragrance "Confidentiel" will be available to the public. The brand has overhauled its Instagram account to focus solely on the news, signaling a full reveal is imminent.

"It's more than a new chapter, it's a new book we are writing together," said Olivier Rousteing, creative director of **Balmain**, in a statement on social media.

"Life is about discovering new universes, beauty had always been part of my life, creating this with all the incredible team was a dream come true," Mr. Rousteing said. "I can't wait for you to discover all the hard work and the quality of what we have done.

"It's a new beginning, a new era, the new Balmain history to write all together."

Secret scent

The brand is attending the festivities in the French capital, dropping the release window and name for its upcoming fragrance.

A teaser site is also now live at <https://www.balmainbeauty.fr/>. Those interested in staying in the loop can input their email address for updates on the launch.

Balmain Beauty teases "a new fragrance experience"

Since September 2022, the maison has been bulking up its internal roster with seasoned professionals in anticipation of the forthcoming launch.

Balmain tapped industry veteran Hans Dorsinville as senior vice president of the global creative team ([see story](#)). Former Tom Ford CEO Guillaume Jesel was likewise recruited, stepping in as president of global brands at U.S. beauty group Este Lauder Companies to oversee Balmain Beauty and Tom Ford Beauty ([see story](#)).

Videos and images for "Confidentiel," directed by Dutch photographer Carlijn Jacobs, showcase Sudanese model Akuol Deng Atem with a large bottle of the fragrance. Shot in black and white, the visuals blur the lines between where Ms. Atem's body stops and the scent's encasement begins.



The Balmain Beauty website will launch later this year. Image credit: Balmain Beauty

“What is the most exciting part in the beauty world is to not answer to any trends but to make any product timeless,” said Mr. Rousteing, in a statement on social media.

“It’s the hardest to achieve, years of work, but I feel so proud today to finally share the first project called Confidential’ where we just let the fragrance talk,” he said. “It’s the beginning of a new era for the house, and I feel proud to witness and being part of this new book we are all going to write together.

“I love you all and can’t wait for you to discover it.”

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