

RETAIL

‘Balmain Beach Club’ exclusives go live at Neiman Marcus

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Exclusives arrive with a one-off installation at the department store's Dallas NorthPark location, remaining live from now until May 5, 2024. Image courtesy of Neiman Marcus

By LUXURY DAILY NEWS SERVICE

In partnership with the French fashion label, U.S. retailer Neiman Marcus is introducing the **Balmain Beach Club**.

A 14-piece collection of ready-to-wear and handbags inspired by the French Riviera is now available at select boutiques, online and via digital selling channels. The Neiman Marcus exclusives arrive with a one-off installation at the department store's Dallas NorthPark location, remaining live from now until May 5, 2024.

"Through the distinctive creative lens of Olivier Rousteing, Balmain continues to be the pinnacle of French style with a modern perspective," said Lana Todorovich, chief merchandising officer at **Neiman Marcus**, in a statement.

"At our core, we are a relationship business and Balmain Beach Club represents the latest chapter in our longstanding history with the Maison that, time after time, has engaged and delighted our customers."

French framing

A total of 10 stores nationwide are stocking the merchandise. To boost the drop, a 360-degree marketing campaign is rolling out across the retailer's app, as well as its social media channels and site.

The selection is defined by a summer-hued palette of white, blue and yellow, paired with signature gold detailing. Baroque design patterns featured across diaphanous dresses, canvas totes and leather handbags revive an archival print originated by founder Pierre Balmain.

At the Dallas store, guests can explore the beachfront clubhouse-themed installation. Here, black-and-white striped umbrellas, a pergola and lounge chairs offer lifestyle appeal.

"My team and I wanted to keep this special limited-edition collection chic, light and easy for upcoming summer days and evenings," said Olivier Rousteing, creative director at Balmain, in a statement.



The Balmain Beach Club feeds into Neiman Marcus's "retail-tainment" strategy. Image courtesy of Neiman Marcus

"But, of course, we wanted to ensure that the connection to the house's incredible design history remained evident for those in the know," Mr. Rousteing said. "So, we started out by riffing on some singular archival references including Monsieur Balmain's beloved Baroque flourishes and the signature Labyrinth motif.

"And we've ended up with an offering that definitely channels the distinctive modern spirit of today's Balmain."

The Balmain Beach Club rollout succeeds a number of exclusive launches with the brand, including the recent Summer Set ([see story](#)) and Barbie x Balmain ([see story](#)) collections.

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