

BALMAIN

BALMAIN KIDS PRE COLLECTION SPRING SUMMER 2022

Balmain Latest Paris Fashion Week Collections

Inspired by the liberating power of flight, Rousteing's latest designs and presentation are marked by a bold and brilliantly futuristic spirit. But paradoxically, this forward-looking collection might actually be one of the designer's strongest evocations to date of Balmain's impressive, 75-year heritage—because for next season, Rousteing looks back to the very earliest moments of the house, noting that almost immediately after the triumph of Pierre Balmain's first show, the house's founder packed up his bags and began traveling. Following the advice of his friend Gertrude Stein, he crisscrossed the entire United States to deliver lectures on French culture and *savoir-faire*. He also jumped across the Channel, bringing his fresh take on haute couture to London, six years after the outbreak of World War II had abruptly put an end to all imports of Parisian fashion. And, after an eight-day, multi-stop series of flights across half the globe, he touched down in Australia, bringing news of his "New French Style" to Down Under.

It's very easy for us to understand the excitement that Pierre Balmain must have felt when, with the war only recently ended, he was suddenly offered the possibility of escaping to destinations that he had been dreaming about for years. Today, after a long and sometimes anxious period, we are all very much aware of the impressive power of travel to open minds, uplift spirits and reunite those who have been kept apart, as we all look forward to soon-to-arrive better days.

Channeling promises of adventure and excitement, Olivier Rousteing's latest designs riff on the distinctive beauty found in the uniforms of early pilots and astronauts. The collection was presented via a striking video shot inside the cavernous Air France hangar at Charles de Gaulle, with Rousteing's Balmain Army purposely striding across the tarmac and posed atop the broad wings of a 777.

METALLIQUE

Just as you'd expect, Olivier Rousteing and his team have smoothly translated the distinctive spirit and styles of their latest Paris Fashion Week presentation for the latest Balmain Kids collections. Their perfect adaptation has been particularly evident on social media during recent weeks, as leading celebrity members of the Balmain Army have been quick to post images of their children's matching mini-me takes on the house's über-popular gleaming metallic jumpsuits and bombers. The collection's shine goes beyond those mylar tones, with strong citron fluorescents popping up on dresses, contrasting trims and lapels—and one of Rousteing's striking jackets makes full use of special tech fabric discoveries, offering shimmering, always shifting colors.

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But this *Metallique* range is not just about aviator wear for cockpits, of course. We've got you covered for those moments spent in exclusive airport departure lounges, as well, with a selection of shimmering dresses and hoodies decorated with sparkling sequins and the boldest Balmain logos. Rousteing's love for strong graphics is evident throughout, with special embroidered badges for members of the Balmain Kids' newly formed space and air regiments. In fact, sweat tops and jeans hold a host of heritage-inspired graphics for the Balmain Air Command, with wing designs promising that, just like 1945's Pierre Balmain, this collection is all set for travel "Around The World". Surprisingly, this '40s spirit seems to perfectly mesh with Rousteing's enduring love for the iconic styles of '90s pop, with one of the most interesting Balmain Kids offerings being a mini-me version of one of his runway's biggest hits—a retro-flavored oversized tee, covered with a striking graphic.

PILOTE

Just as one would expect, Olivier Rousteing made sure to include many military touches in his latest Paris Fashion Week collection. And Balmain Kids builds upon several of that presentation's strongest looks, with distinct khaki spins given to the collection's sweats, greatcoats, quilted short dresses, paperbag shorts and, of course, Rousteing's very popular jumpsuits. Just like Balmain's men's and women's runways, the latest kids' offerings riff on early pilots' distinctive padded pockets, flight jackets and oversized pants. The designer and his team have masterfully mixed in varying amounts of eye-catching safety-orange contrasts, relying on just the slightest touches of the strong tone to make linings, collars and sleeves pop. But they also know when it's time to go all out on orange—ensuring that next season's hoodies and updated takes on Balmain's *marinières* truly stand out. One large and colorful graphic is particularly noteworthy. Evoking the classic style of designs that once decorated the noses of American fighter planes, this newest Balmain graphic blends a just-introduced script version of the house logo with twirling fighter planes. The eye-catching design is set atop several of the range's tees and hoodies—and it also is skillfully wrapped around the left leg of the collection's black-jean offerings.

NEO ISTITUTIONELL

Olivier Rousteing has long been a proponent of relying on a never-too-sweet pink for his beloved Balmain *rebelles*. Which is why his latest pastel offerings for Balmain Kids — including oversized overcoats and trousers, as well as slouchy sweats and hoodies—pair quite well with the same audacious metallic tones spotted on Balmain's aviators during the house's fashion-week presentation. Stronger reddish-pink and fuschia tones show up Balmain's signature six-button DB jacket, as well as comfortable cable-knit turtlenecks and multi-pleated, oversized "grand-père" pants. Making evident the connection that Olivier Rousteing has long seen between pink-tones and those strong-willed troublemakers that inspire him, this range also offers some bold takes on chic mini-skirts—from shimmering, black-mirrored options to twists on more classic silhouettes, which are boldly decorated with Balmain's iconic gold buttons.

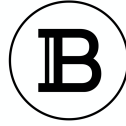
Olivier Rousteing's favorite *bleu marin* tone is also adapted for many of next season's Balmain Kids silhouettes, including side-fastened greatcoats and modern smokings. The oversized Balmain DB blazer, (which, of course, forms a key part of Rousteing's own daily uniform), is paired with the house's new oversized "grand-père" pants—which played such a central part of Balmain's most recent Paris Fashion Week presentation. Many of that same collection's most popular printed graphics and

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embroidered badges are also replicated here, and the Balmain team has cleverly pushed the possibilities of comfortable sweat options, by including a soft knit that is set apart by its unique, denim-like finish.

Balmain Newborn

The bold spirit of Olivier Rousteing's daring Paris Fashion Week pilots has clearly filtered down to next season's offerings for very youngest members of the Balmain Army. The designer's eye-catching metallic and fluorescent tones are set alongside the house's signature pastel, navy and black-and-white choices, while many highlights of the fashion-week runway form key parts of the new range—including mid-century aviator graphics, safety-orange contrasts, a generous helping of sequins and multiple takes on the house's new, oversized "grand-père" pants. As always, Balmain's singular 75-year-old DNA remains very present. Among the many riffs on well-known house signatures are several that rely on Balmain's iconic gold buttons, Rousteing's favorite *mariniere* stripes and Pierre Balmain's love of striking black-and-white graphics—a monochromatic obsession that is clearly shared by Olivier Rousteing. The house's bold B monogram is given its expected golden shine and the house's non-serif logo is replicated, in many color options, across several designs.

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