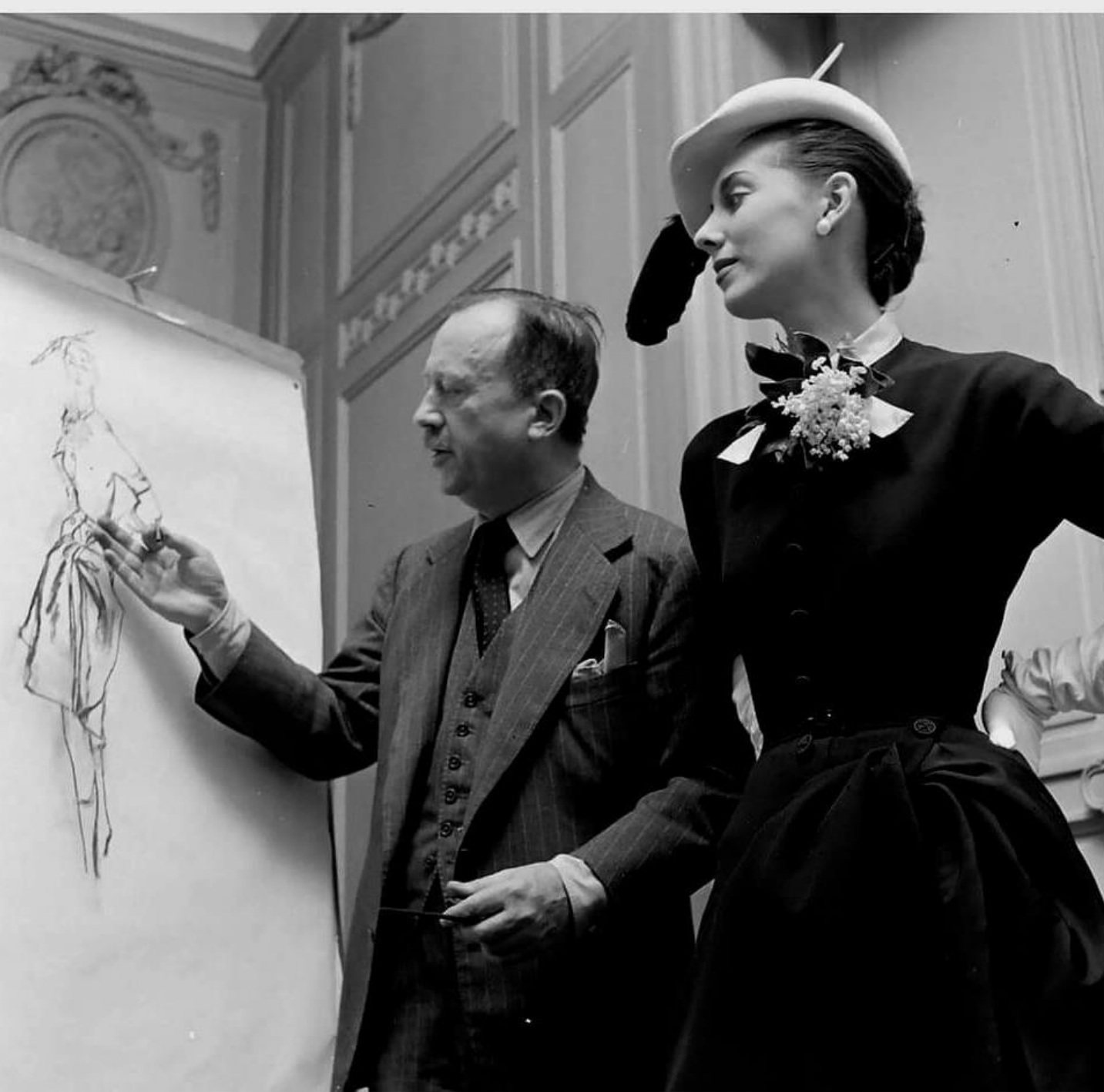




Balmain: Then and Now

by Jessica Rosa



About the Founder

- Pierre Balmain was born in 1914 in St-Jean-De-Maurienne, France His family was already in the fashion industry
- His grandfather owned a drapery business and his mother and sisters worked in a boutique
- He studied architecture at the Ecole Des Beaux Arts
- Due to his family being financially unstable, his mother wanted him to become a surgeon or architecture.
- (catwalkyourself.com/fashion-biographies/Balmain)



Olivier Rousteing

- Became the youngest creative director at 24 when in 2011 he was appointed at Balmain
- He has reached the new generation with the use of social media
- He was one of the pioneers of Instagram marketing, with his “Balmain Army” of influencers dressed in the brand’s signature military style
([Biography.com/OlivierRousteing](https://www.biography.com/olivierrousteing)).

BALMAIN

PARIS

Balmain the Brand

- In 1945, Balmain opened his own fashion house, with his most popular design-an embroidered white brocade dinner dress.
- The brand's aesthetic consisted of small waists with long bell-shaped skirts. This look later became known as Dior's New Look.
- In 1951 Balmain opened stores in the United States selling a ready-to-wear line.
- In the 1960's he changed his style to be more sculptural

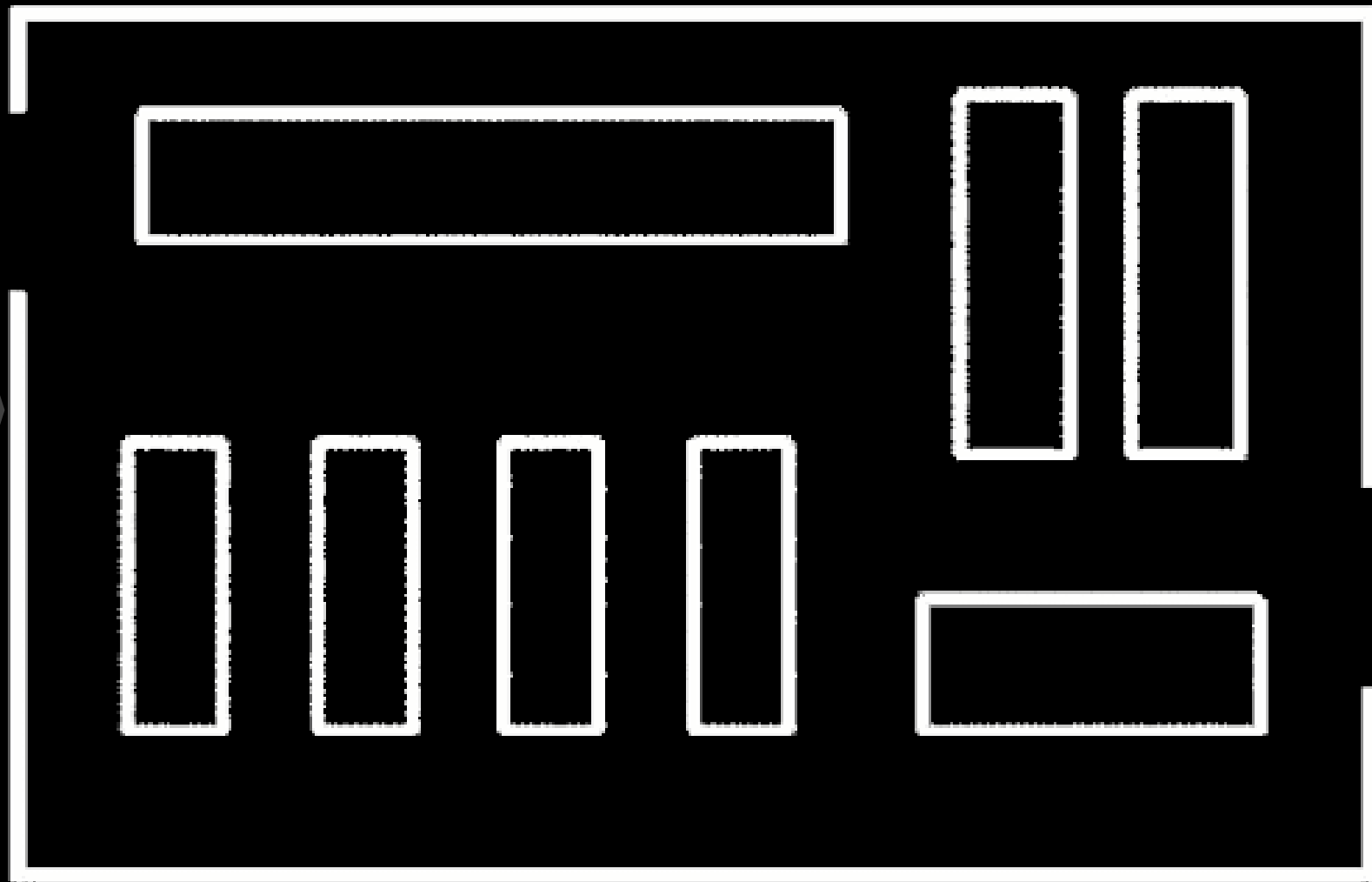


Trends:
Structured
shoulder,
short dresses



Trends cont:
Sequins,
ruched look,
cinched waist

Grid-Store
Layout



References

- Olivier Rousteing is part of the BOF 500. (2019, September 02). Retrieved April 30, 2021, from <https://www.businessoffashion.com/community/people/olivier-rousteing>
- Written by Saxony Dudbridge Saxony Dudbridge was one of the first contributors to the Catwalk Yourself project. (n.d.). Balmain biography. Retrieved April 30, 2021, from <http://www.catwalkyourself.com/fashion-biographies/balmain/>