

APPAREL AND ACCESSORIES

Robbers make off with Balmain runway pieces in delivery truck hijacking'

September 18, 2023



Mr. Rousteing took to his Instagram account to share details regarding the alleged incident. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** is down dozens of items intended for an upcoming Paris Fashion Week presentation.

The brand's longtime creative director Olivier Rousteing took to Instagram to share details of an organized crime incident that has impacted the house, stating that a group of thieves "hijacked" a delivery truck en route to Balmain headquarters from an unnamed airport on Saturday. The assailants allegedly stole over 50 articles of clothing from a collection slated to show this month the vehicle's driver is reportedly safe.

"So many people worked so hard to make this collection happen," said Mr. Rousteing, in an [Instagram](#) post.

"We are redoing everything but this is so so disrespectful," he said. "Please be safe; this is the world we are living in.

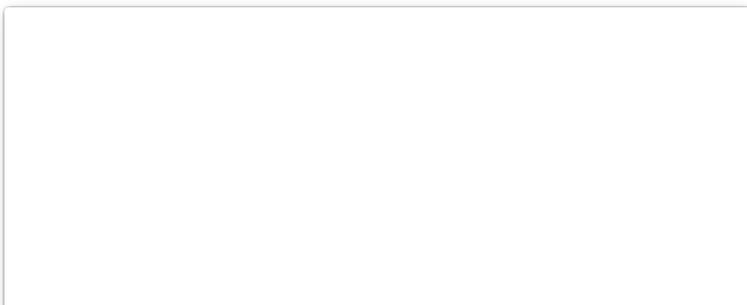
"Love you my Balmain team and we won't give up."

Balmain bandits

According to Mr. Rousteing's statements, the thefts occurred as he and his team gathered at Balmain's Paris office to proceed with fittings for the brand's September show.

The creative director is said to have received a call from his delivery contact, who shortly thereafter provided a firsthand account of the robbery.

"Today I went to the office at 9 a.m., waiting for the last pieces for our show," Mr. Rousteing said in the Instagram post.



[View this post on Instagram](#)

A post shared by OLIVIER R. (@olivier_rousteing)

"I was starting to create some looks with my team and our driver called us and said that he was hijacked by a group of people," he said. "More than 50 Balmain pieces stolen.

"He was driving from the airport to the Balmain headquarters."

The 38-year-old has led the brand since 2011, continuously shaking things up with inclusive projects and milestone collections ([see story](#)).

As reported by *Reuters*, a spokesperson for the brand has confirmed that its spring/summer 2024 show, scheduled to debut on Sept. 27, will go on. Representatives at Balmain declined to provide further comment on the incident ahead of impending investigations.

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