

FRAGRANCE AND PERSONAL CARE

New campaign launches Balmain into beauty

August 28, 2024



Eight bespoke fragrances make up the brand's first luxury cosmetics release in years. Image courtesy of Balmain/Carlijn Jacobs

By ZACH JAMES

French fashion label Balmain's upstart beauty division is unveiling its inaugural slate of scents.

Available now, the lineup, referred to as "Les ternels de Balmain," features eight fragrances that cater to various gender identities and product preferences. Creative director Olivier Rousteing's vision for the collection focuses on inclusivity, positioning the unisex drop as an opportunity for consumers to find themselves through olfactory experiences.

"Balmain Beauty gives you the freedom to live your truth, free and powerful; beauty is about being yourself and having the confidence to embrace who you are," said Mr. Rousteing, in a statement.

"Fashion cannot exist without beauty, and beauty cannot exist without fashion," he said. "Beauty is part of your silhouette, of who you are, just like the way you dress.

"I want to represent all the beauties of the world and welcome everyone without exceptions."

Bounce back

Mr. Rousteing is credited as the architect of Balmain Beauty's resurgence and the branding of "Les ternels de Balmain."

The creative director is involved in all aspects of the upstart cosmetics arm, from marketing and bottle design to product conception and development. Backing up Mr. Rousteing's aim of a fragrance collection with universal appeal, the new release is split into four distinct segments, musk, amber, floral and woody, instead of being bisected by gender.



Mr. Rousteing is the guiding force of all projects at Balmain, including its upstart beauty division. Image courtesy of Balmain/Carlijn Jacobs

"Balmain Beauty is forging a new, avant-garde space in luxury beauty that celebrates the legacy and inclusive spirit of the iconic house of Balmain," said Guillaume Jesel, president and CEO of Tom Ford Beauty and overseer of Balmain Beauty, in a statement.

"Olivier Rousteing is one of the most accomplished designers of his generation, inventing revolutionary concepts at the confluence of past, present, and future, Mr. Jesel said."It has been an extraordinary journey bringing his vision for Balmain Beauty to life."

Four of Balmain's legacy fragrances, "Vent Vert," "Ivoire," "bne" and "Carbone," return as a part of Balmain Beauty's debut. The fresh scents of "Sel d'Ambre," "Rouge," "Bronze" and "Bleu Infini" make up the remainder of the selection.

"Carbone," a musky scent with rosy notes, alone belongs to the musk olfactory family; "Sel d'Ambre" is the only member of the amber segment.



A quartet of sub-groups classify the new releases. Image courtesy of Balmain/Carlijn Jacobs

"Vent Vert," "Ivoire" and "Rouge" make up the floral selection, taking on notes of jasmine, fresh flower bouquets and vetiver, respectively.

Woody, the fourth and final distinctive fragrance section, is comprised of the "bne," "Bleu Infini" and "Bronze" sprays, each taking on an aroma reminiscent of forestry from around the globe, including hues of cedarwood, ebony and citrus.

The debut fragrance line's bottles are inspired by the maison's first-ever flacon, created in 1946. It sported a design colored in black and gold, with contrasting shapes across its exterior, creating a duality.

This geometric split is carried over to the new bottles with a squared, sharp figure and a round, circular cap.

Each of the eight fragrances is on sale now on [BalmainBeauty.com](https://www.balmainbeauty.com) and at select boutiques around the globe. Coming in a single 50ml size, the scents respectively retail for \$300; a "discovery set" that includes small vials of all of the new releases is also offered for \$55.

Golden touch

To uplift this week's launch, Balmain is tapping American singer and actress Dove Cameron as the ambassador of "Carbone."

The talent appears in a short campaign film to promote the unisex scent, posing alongside the bottle in a deep blue void. Multiple mirrors appear throughout the imagery, nodding to the release's supposed ability to "confidently reflect all the facets of who" the user is.

Balmain is pleased to announce @DoveCameron as the ambassador for Carbone, the hero fragrance from Balmain Beauty's inaugural creation, "Les terneln".

Discover Carbone by Balmain, available now exclusively at <https://t.co/jDBnFF3ORZ> and select boutiques. [#BALMAINBEAUTY pic.twitter.com/ojFroOyEGh](https://twitter.com/ojFroOyEGh)

Balmain (@Balmain) August 27, 2024

The campaign is directed by Dutch photographer Carlijn Jacobs, who was also behind the lens for shots teasing Balmain's upcoming "Confidentiel" scent, which will join the olfactory family next month (see story).

Ms. Cameron's appointment serves as the latest interaction between the luxury space and notable public figures, with American actress and activist Angelina Jolie recently announced as the face of U.S. luxury brand Tom Ford's Runway Lip Color line (see story).

Both labels have the backing of U.S. beauty group Estée Lauder Companies (see story), as the company owns Tom Ford Beauty and entered into a licensing agreement to distribute Balmain's cosmetics in 2022 as the French label looks to relaunch into the scene.



"Carbone," a legacy Balmain line, is receiving the marketing limelight. Image courtesy of Balmain/Carlijn Jacobs

"Just like Olivier Rousteing's most impressive runways, Balmain's ambitious plans for future luxury growth build directly upon a

skilled melding together of the richness of our singular heritage with a distinctively modern outlook,” said Matteo Sgarbossa, CEO of Balmain, in a statement.

“Our agreement with The Este Lauder Companies for Balmain Beauty is an obvious embodiment of that strategy,” Mr. Sgarbossa said. “With this partnership, the house begins a new chapter, making very clear to all our commitment to maximizing cross-category possibilities as we move forward, driven by the passion of our Balmain Army’ and determined to fully realize this house’s potential to become a true leader in the luxury world.”

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