

Brand Audit

**BALMAIN
PARIS**

What is going to be the long-term impact of the change in strategy brought by Olivier Rousteing?



ORIGINS & HISTORY

BALMAIN
PARIS

Pierre Balmain

Balmain is a French luxury fashion house that was founded by Pierre Balmain in 1945. He was born in 1914 in France to a family where his father owned a drapery business and his mother and sister owned a fashion boutique. Being an architectural student, he always ended up his time designing dresses. He worked as a freelance atelier Robert Piguet and worked for Molyneux after he left his school.

During 1930, he started to work for French army and air force. When Peace was declared, he immediately worked for Lucien Legong, where he met the famous Christian Dior who has an astounding influence on his career. He always believed that style is meant to be a timeless piece which will always be upgraded but will never go out of fashion. He ignored the fussy designs and wanted simple yet innovative and elegant which will catch the eye of the observer. He used to create perfectly tailored suits for everyday as well as stunning evening wear which made him very popular.

"GOOD FASHION IS EVOLUTION,
NOT REVOLUTION"



BALMAIN
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Olivier Rousteing

Olivier Rousteing, creative director of Balmain since 2011, is a French designer who had to fight hard to be in the place he is in right now. Orphan, he studied at l'Ecole Supérieure des Arts et Techniques in Paris. Then he started his fashion career with Roberto Cavalli as a designer before being named as the head of the women's wear division. In 2009, Olivier was hired by Balmain to be the designer of the women ready to wear. He learned a lot under the old creative director Christophe Decarnin who quit in 2011 and gave the floor to Rousteing to be the new creative director of the brand. With Olivier Rousteing and his Balmain Army, Balmain expand his brand notoriety all over the world thanks to his digital revolution and all the influencers he worked with.

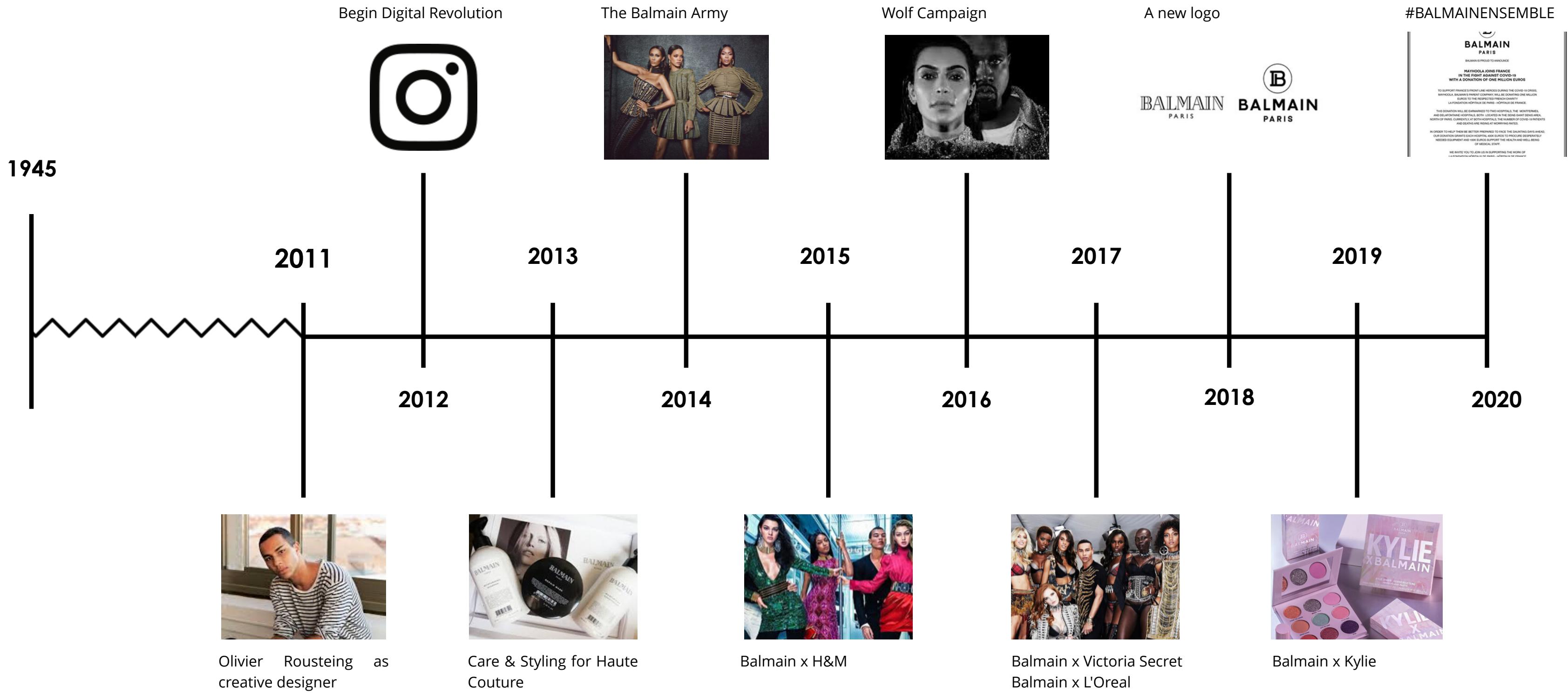
In addition, the French designer is known to be an advocate of diversity, he inspires actual designers and made big collaborations.

"FASHION IS A REVOLUTION
NOT AN EVOLUTION"



BALMAIN
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Timeline



DNA & Codes

Revolutionary

Opulence

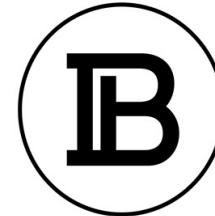
Edgy

Embroidery

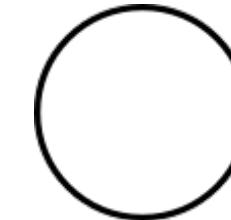
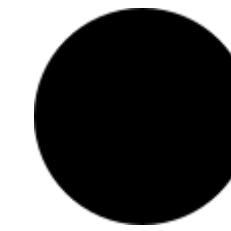
Logo

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Symbol



Colors



STRATEGY

LMA

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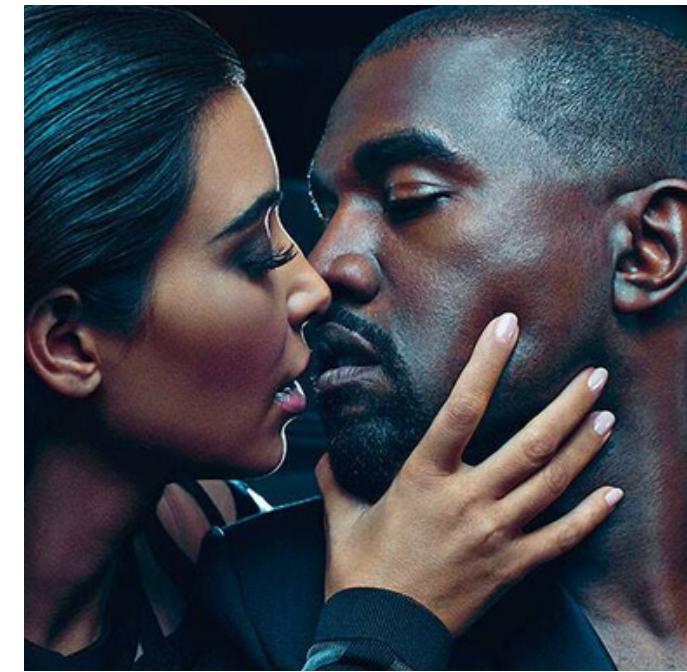
BALMAIN
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Value Proposition

Functional

Quality, modern high-end luxury goods
(clothing, accessories, bags, eyewear,
shoes)

Haute couture



Emotional

Fashionable, sexy and glamourous

Symbolic

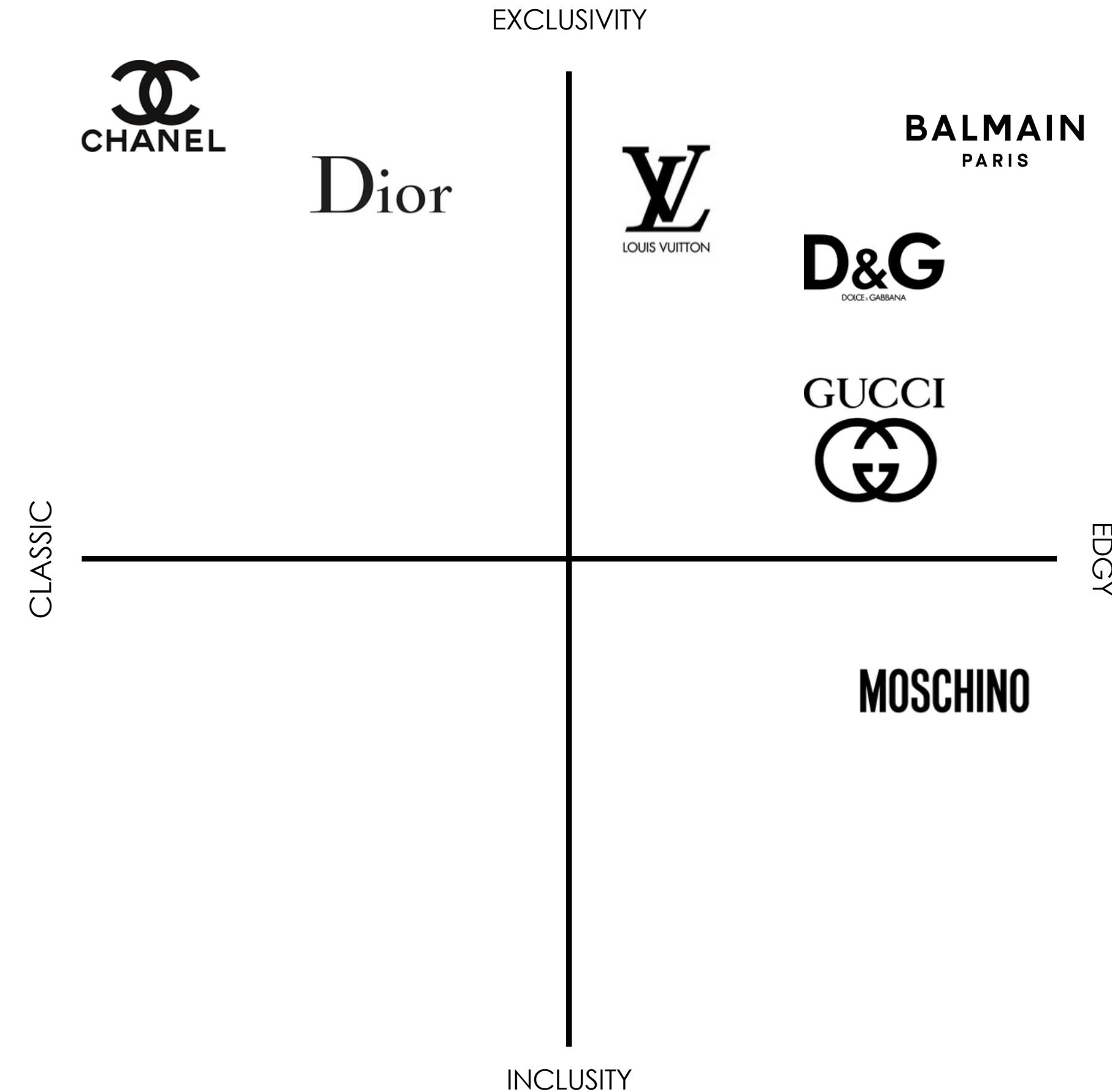
Part of the "Balmain Army" - a strong
empowering community

Extravagance

Conspicuous



Positioning

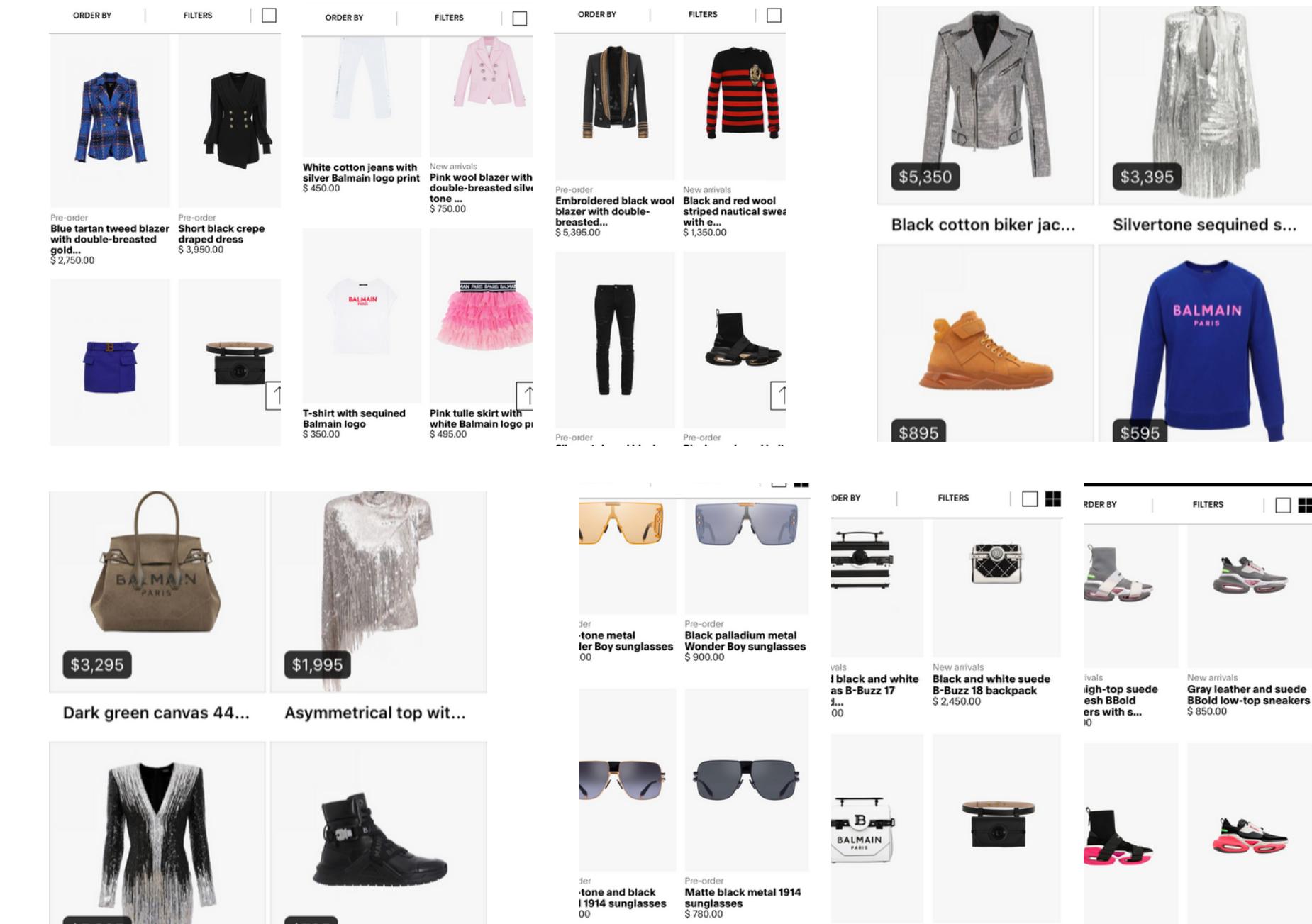


Offering & Pricing

Olivier Rousteing has made the heart of his strategy to make luxury more accessible. When Piombini was CEO of the brand, he lowered the prices and launched a more affordable line of products, ready-to-wear.

The price point is remaining high as the quality of fabrics used, and the expensive details on the products are expensive.

Balmain is still positioned as a high-priced brand.



Communication

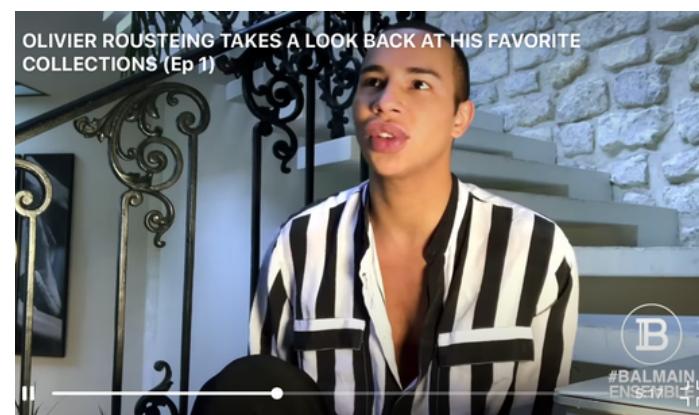
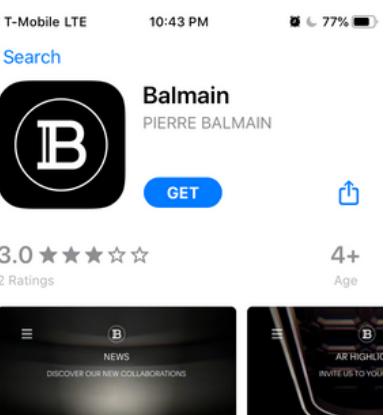
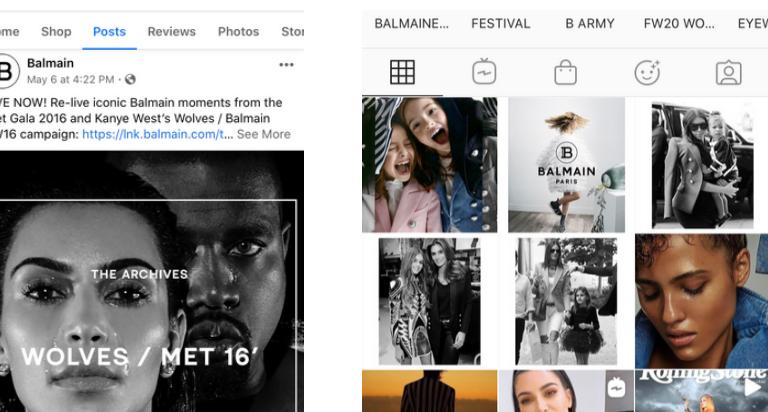
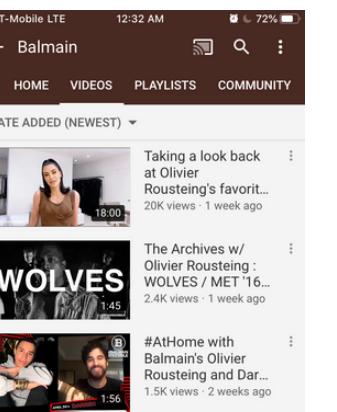
Campaigns & Shows

The power of celebrities and timing
2019: creation of an app using AR to access fashion shows, backstages, all digitally



Digital Revolution

Olivier Rousteing is the creative designer the most followed on Instagram (5.4M)
The power of the "Balmain Army" and their 50M followers



Collaborations

Goals:

- Increase global brand awareness
- Reach a younger audience
- Make Balmain affordable

Distribution

Massimo Piombini had a big dream for Balmain - make it the next half-billion fashion label. Thanks to the energy and talent of Olivier Rousteing, and the resources of Mayhoola, funds of the royal family of Qatar, Balmain has high chances of making Piombini dream a reality. His approach is innovative as he wants to go for a large distribution to grow.

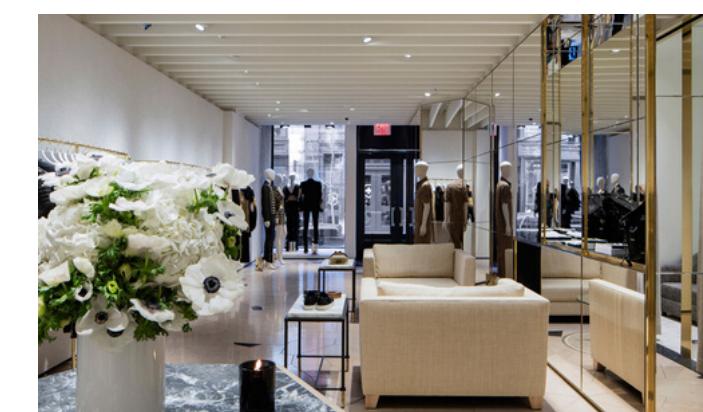
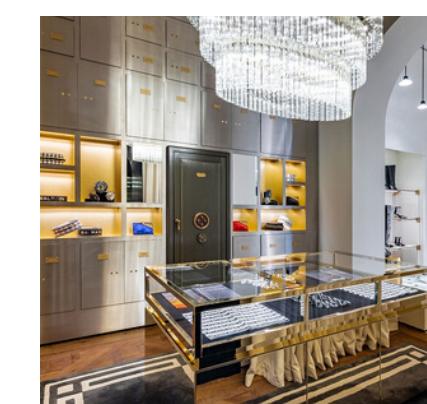
At Balmain, they believe that wholesale retail is very important, especially through online platforms like Mytheresa, FarFetch and Net-a-Porter, which is their first client worldwide. Today, 80% of their sales is done through wholesale, the rest is retail. The goal for Piombini is to reach at 60/40 balance, even if he states that he does not want to over develop retail as consumers buy differently.

Balmain.com

All Balmain goods are purchasable through their website

Goods can be shipped in the 5 continents for free

Website uses several languages: English, French, Spanish, Italian and German



Flagship Stores & Third Party Retailers

29 flagship stores in 3 continents Paris, London, Milan, Kiev, Dubai, Tokyo, Shanghai, Macau, Singapore, Hong Kong, Beijing, NYC, Miami, LA and Vegas.

Developing a new concept of flagship, with a new opening in Paris, providing customers a full Balmain experience.

250 third Party Retailers through multibrand stores on the 4 continents

RECOMENDATIONS

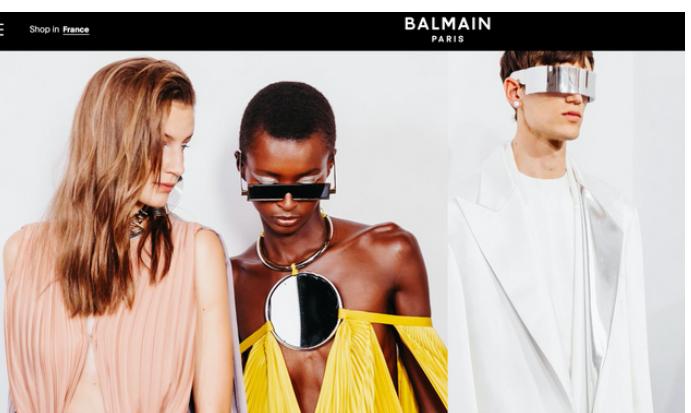
BALMAIN
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Ensuring the Future as a Luxury Maison



Collaboration

The Balmain Army is made of many controversial personalities like the Kardashians, and A-listers. This has increased the brand awareness but also have negative effects. Need to change the brand ambassadors to celebrities less accessible and more exclusive.



Digitalization

By being highly visible through social media and online, through e-commerce for instance, the brand is almost too visible to be considered as a typical luxury brand.

In a era of digitalization, being present offline to offer a full Balmain experience is essential.

