

THE BALMAINxBEYONCÉ COLLECTION

In my eight years as Balmain's Creative Director, I've had a lot of incredible experiences and I know that there are many, many more to come—but I can say today, with absolute confidence, that collaborating with Beyoncé on her Coachella concerts is destined to be one of the most important and treasured memories of my career.

Why? Because Beyoncé.

Everything you've already heard before is true. She's a goddess, blessed with an incredibly beautiful voice and a moral vision to match. She's a powerful, inspirational woman who isn't about to accept any limitation. And, she's a joy to work with. Her level of obsessive perfectionism matches mine, so we loved poring over everything—literally *everything*—together; making sure that we agreed on every tiny, teeny detail of the two enormous collections that we created together for her, her family and her 200-plus dancers and band members.

It's not often I get to partner so closely on a true collaboration with someone that I so highly respect and from whom I can learn so much. Our three months of meetings, rehearsals, face-timing and endless phone calls definitely paid off. What we all saw on those successive Coachella weekends was nothing less than iconic. Her performance, message and music—along with the looks that we created together—made for one of those rare, indelible images that I believe will long remain in my generation's collective memory.

After experiencing that beautiful partnership, we weren't ready to just walk away without adding one final, perfecting touch. This collection of hoodies and tees, based on key designs from our Coachella efforts, responds to our need to repay an obvious debt for the inspiration we received from the signature spirit and legacy of America's historically black colleges and universities (HBCUs). Which is why we are so very pleased to announce that proceeds from this collection will help fund the impressive work of the United Negro College Fund (UNCF)—helping to guarantee that tomorrow's leaders will be able to attend college, thrive and graduate.

Olivier Rousteing

Paris

10 July 2018

The BalmainxBayoncé collection will launch on July 13th, premiering exclusively at Balmain's historic Paris flagship, on 44 rue de François Premiere (75001)

Following that, on July 14th the collection launches globally at Balmain's Milan, London, New York and Los Angeles boutiques, as well as on Balmain.com and Beyonce.com

From the 14th of July, the collaboration's collection will also be available at a select group of the globe's most exclusive retailers, including

- Barneys New York
- The Webster
- Net a Porter
- Harrods
- MyTheresa
- Mercury
- Printemps
- Vinicio
- Gente
- Giglio
- HK Landmark

About The United Negro College Fund (UNCF)

The UNCF is the United State's largest and most effective minority education organization.

"A mind is a terrible thing to waste."®

For more than seven decades, this principle has remained at the heart of UNCF, enabling the organization to raise more than \$4.8 billion and help more than 450,000 students and counting not just attend college, but thrive, graduate and become leaders.

The UNCF does this in three ways: By awarding more than 10,000 students scholarships, worth more than \$100 million, each year. By providing financial support to 37 historically black colleges and universities (HBCUs). And by serving as the nation's leading advocate for the importance of minority education and community engagement.

This three-pronged approach is powerful: Since the UNCF's founding in 1944, they've helped to more than double the number of minorities attending college. The six-year graduation rate for UNCF African American scholarship recipient is 70 percent. This is 11 percentage points higher than the national average and 31 percentage points higher than the national average for all African Americans.