

NET-A-PORTER

NET-A-PORTER LAUNCHES AN EXCLUSIVE CAPSULE COLLECTION WITH BALMAIN

December 2, 2019 – NET-A-PORTER collaborates with Balmain on an exclusive offering, spanning ready-to-wear and shoes. Building upon the label's strong heritage and distinctively bold attitude, Balmain's creative director, Olivier Rousteing, has created an exclusive capsule of 16 styles that embody the brand's inherent Parisian glamour, through unique patterns and chic silhouettes.

Rousteing's mastery of strong graphic lines, surprising juxtapositions and oversize motifs are strongly present and while the designs may be monochromatic, they are far from being monotonous.

In particular, he loves to continually surprise with new black and white takes on the classic French 'pied-de-poule'. This Balmain exclusive for NET-A-PORTER riffs on that distinct graphic flair, covering hooded capes, crop tops to leggings, with a blown-up version of the striking pattern, offering a daring head-to-toe black and white look, where Balmain's signature elegance is easily recognizable.

This capsule's eye-catching silhouette also helps underline the distinctive Balmain DNA. Since the days of founder Pierre Balmain, the house has relied on a rejection of the utilitarian looks of the day. Olivier Rousteing's distinctive tailoring - from body-con to impressively architectural - is just as bold as that of Pierre Balmain's, resulting in a silhouette as amplified as the rock music that inspires many of the house's most recent runways. There's a clear Balmain attitude that runs through this range.

"I'm so pleased to once again team up with NET-A-PORTER on a special, limited-edition Balmain Capsule Collection. NET-A-PORTER has been a friend and supporter since my earliest days at the house and their continual loyalty and encouragement has meant a great deal to me. I loved working with the NET-A-PORTER team on our first collaboration—and I'm more than certain that this new effort will be even more successful."

– Oliver Rousteing, Creative Director, BALMAIN

"Olivier has created a bold and graphic capsule collection that perfectly epitomizes modern Parisian elegance. Balmain's strong legacy is brought to life by his contemporary take on the classic houndstooth and the exquisite use of striking monochromatic patterns. Balmain is such an iconic luxury authority with a truly distinctive attitude, so we are incredibly thrilled to be collaborating again for another standout collection." **– Elizabeth von der Goltz, Global Buying Director, NET-A-PORTER**

The capsule launches exclusively at NET-A-PORTER on December 2, 2019.

About NET-A-PORTER

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world's most coveted designer brands, including Gucci, Saint Laurent, Chloe, Balenciaga, Valentino, Bottega Veneta and Balmain, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of nine million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is renowned for its award-winning content. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet,

desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year.

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BALMAIN PARIS

Today's Balmain melds the storied heritage of a historic Parisian couture house with the bold, modern and inclusive vision of Olivier Rousteing, the house's Creative Director who is determined to design clothes that reflect the way his generation wants to dress today. The result is a truly unique and recognizable silhouette, style and attitude that build upon the singular craftsmanship that the house's ateliers are celebrated for, as well as the legacy of founder Pierre Balmain, a designer recognized for never being afraid to break with the well-established conventions of his era.

As all areas of today's fashion industry rapidly evolve, Balmain is intent on constantly remaining two steps ahead. The house is an acknowledged leader in establishing new ways to reach out directly to its followers and customers and it aims to continue to build upon that success, always opting for the most innovative and exciting manner to engage with its audience. Balmain's surprising—and often unorthodox—marketing, communication and strategic choices manifest the desire of both the house and its Creative Director to democratize and modernize today's fashion world, while making very clear that Balmain will never shy away from pushing each and every envelope.