

Olivier Rousteing Fêted Balmain's Pre-Fall 2023 Collection at Hotel Chelsea



Last night at the Hotel Chelsea, Balmain and its creative director Olivier Rousteing hosted an intimate cocktail party to celebrate the launch of the label's pre-fall 2023 collection. The fête featured a performance by Rainsford in the famed hotel's swanky piano room.

For the collection, Rousteing was particularly inspired by Monsieur Balmain's archival designs, highlighting the codes of the fashion house and bringing awareness to Balmain's impact on couture. Rousteing referenced Balmain's archival designs, winking at the brand's legacy and the heritage that customers buy with it, particularly those from the 1950s.

During his time, Monsieur Balmain was obsessed with exporting the French style to America. My goal for the next season is to remind people that Balmain has been a French luxury fashion house since 1945," Olivier Rousteing told *Vogue*. Rousteing felt drawn to classic houndstooth patterns, Prince of Wales, and chevrons—later updating each to have modern revamps of the original motifs.

Balmain loyalists and friends of the fashion industry enjoyed an up-close look at the latest collection as statuesque models mingled amidst attendees wearing the brand's new looks. Guests gazed up at the Balmain muses, wearing enormous platforms, sculptural bows, exquisite French tailoring, and signature gold buttons. Attendees included Rainey Qualley, Nicole Ari Parker, Ajani Russell, Amy Juliette Lefevre, Fernando Casablanças, Maria Alia Al-Sadek, Violetta Komyschan, and more.