BALMAIN

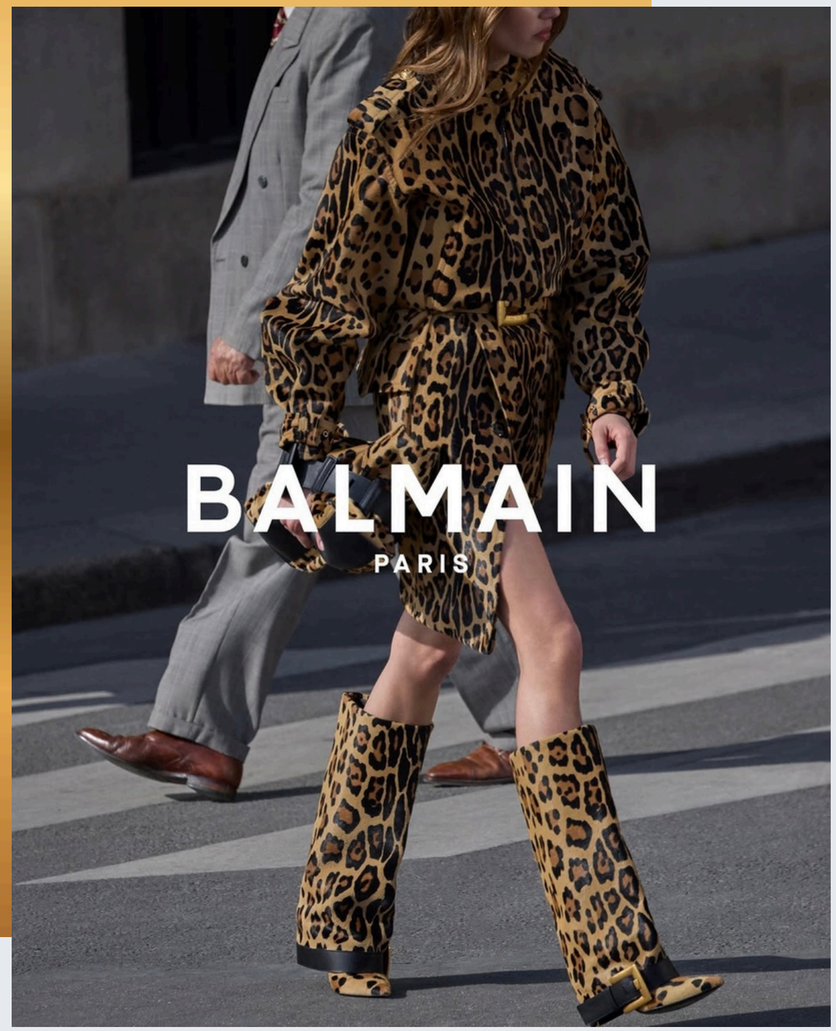
PARIS

Trend Book

Forecasting Spring Summer 2028

By: Delainey Cockrell





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PART I

Trend Book

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Brand History



Pierre Balmain

Balmain was founded in 1945 by Pierre Balmain. From the start, Balmain's boldly feminine signature style offered a startling contrast to the utilitarian looks of the times.

Creating a distinctive, super-feminine DNA for the house, which relied on richly embroidered fabrics, distinct shoulders and military jackets, and quickly transforming the Parisian house into a favorite of both European and Hollywood royalty.



PIERRE BALMAIN

Brand DNA



Sequin dresses & Regal shoulder design



Gold detailing, Military style jackets, & Double-breasted jackets



Celebrity partnerships & Being leaders in fashion pop culture

Key Items



Double Breasted Blazers

Sharp shoulders

Clinched waist

Military gold button

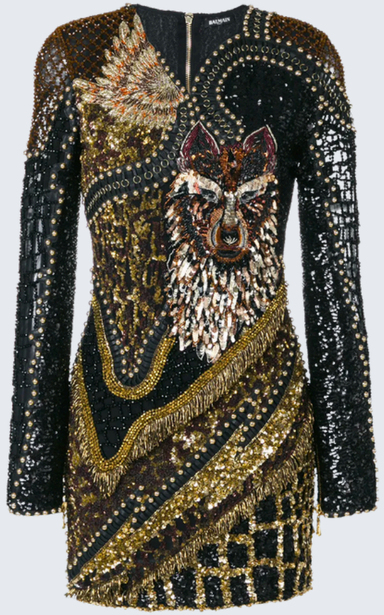


Military Jackets

Braiding rope details

Heavy Embellishments

Dark Colors with gold accents



Sequins Dresses

Sequins details

Heavy beadwork

Body-con silhouette



Biker Jeans

Ribbed/knee paneling

Waxed denim

2010's major moment in fashion



1945 Monogram Bag

“PB” monogram

1945 shoulder bag

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Balmain Timeline



1950s, when his slim suits and strapless evening gowns with romantic bouffant skirts conquered the American market



Oscar de la Renta became the creative director in 1993 and brought a, luxurious, aesthetic to the house.



Antonin Tron (Nov 2025–Present): Appointed to lead the brand, and has previously worked for Atlein, Louis Vuitton, and Balenciaga.



1948 Balmain began his career at the atelier of Lucien Lelong, where he worked alongside both Dior and Hubert de Givenchy



1982 Erik Mortensen took over as Creative Director after Balmain's death.

Olivier Rousteing (2011–2025): Transformed the brand into a global pop-culture powerhouse known for his celebrity collaborations and diversifying the brand.



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Spring/Summer 2026



Olivier Rousteing

Olivier Rousteing served as creative director from 2011-2025. His last collection with Balmain is Spring/Summer 2026

“Life is a Beach”

“an unbroken thread between his aesthetic and the heritage of Balmain. His imagination goes back to a childhood spent by the sea, where he dreamed of creating freely, in a spirit of lightness, joy and harmony”
-Balmain Paris



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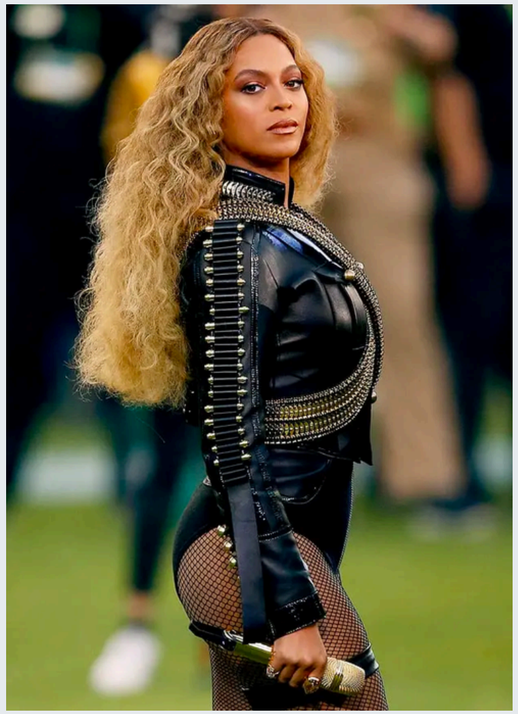
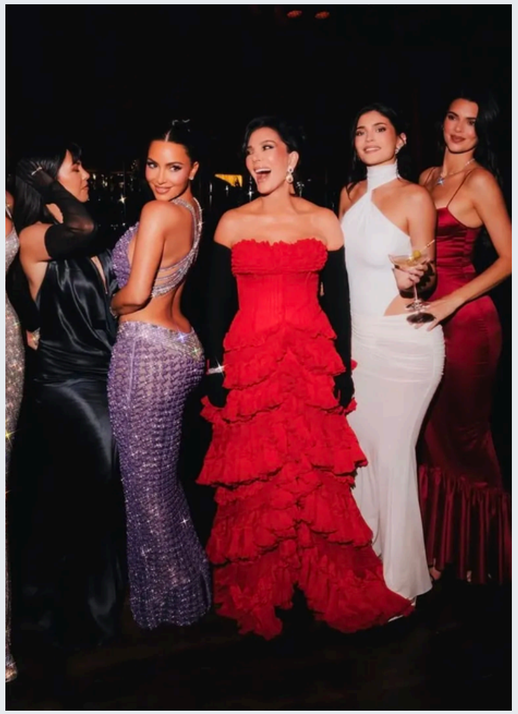
Olivier Rousteing



Olivier Rousteing is known for his cultural impact on Balmain. Iconic moments like these solidified Balmain as a Luxury Couture House



- He styled Beyoncè for the Super Bowl in 2016
  - She debuted her hit song Formation



- His long standing relationship with the Kardashians
  - In 2025 He designed Kris Jenner's custom 70th Birthday look



- In 2024 Bad Bunny was on the cover of Dazed Magazine wearing Balmain FW2024

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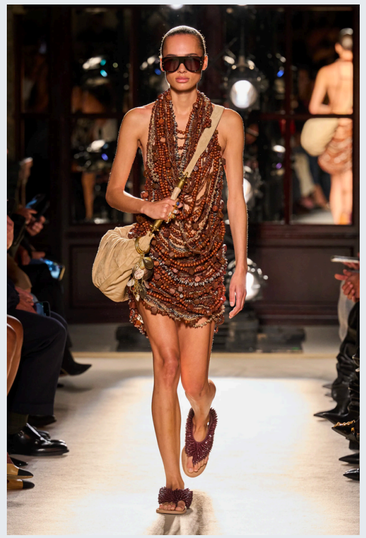
Spring/Summer 2026 | Ready-to-Wear











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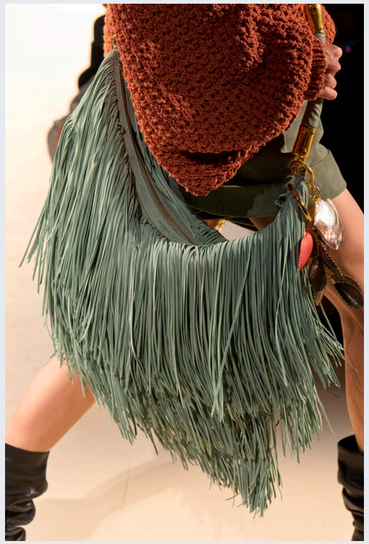
Spring/Summer 2026 | Ready-to-Wear

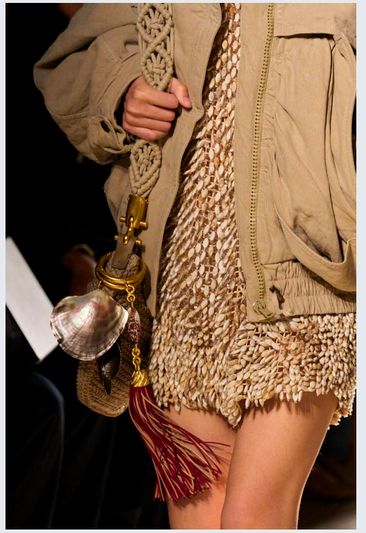










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Key Themes



Rust



Sea-foam Green



Sand



Military Green



Drapping & Fluid Movement



Earth Elements: Seashell & Sand

Olivier Rousteing's final collection, "Life is a Beach," blended Balmain's iconic craftsmanship with relaxed coastal textures.

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Current Creative Director



Antonin Tron

Antonin Tron was appointed creative director of the brand in November of 2025.

Antonin is a French designer, he established his own independent brand ATLEIN in 2016. He has spent seventeen years working in the design teams of Louis Vuitton, Givenchy, Balenciaga and most recently at Saint Laurent.

His first show is premiering March of 2026 Fall/Winter 2026-2027 in Paris



Current Marketing | Balmain's Website Analysis

On their website Balmain promotes their Pre-Spring collection, Balmain culture, they highlight their men's, women's and their bag collections.

Lifestyle Branding

Selling a lifestyle

Friend Content

Luxury hotel suites campaigns

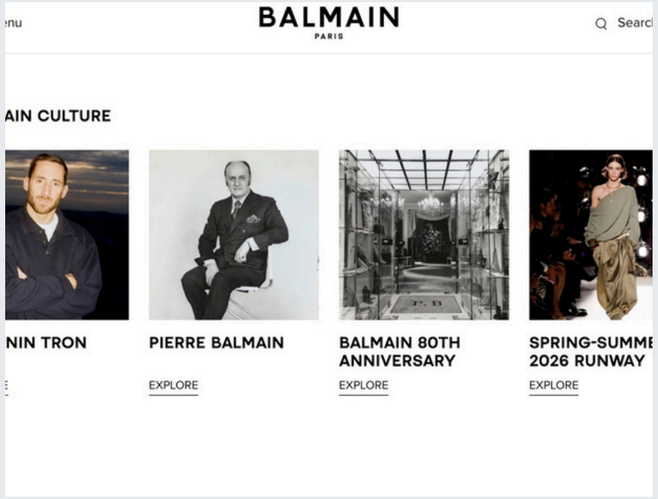
Emotional Marketing

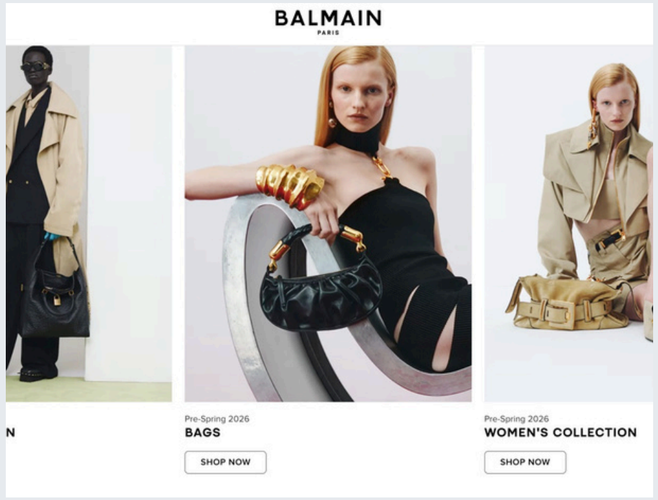
Storytelling

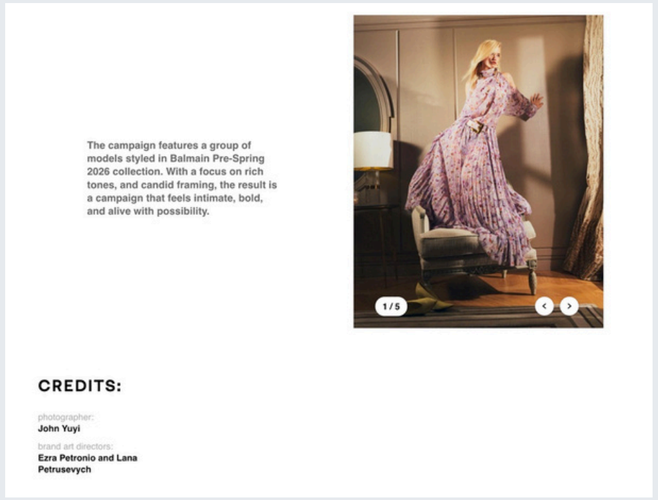
Sensuality











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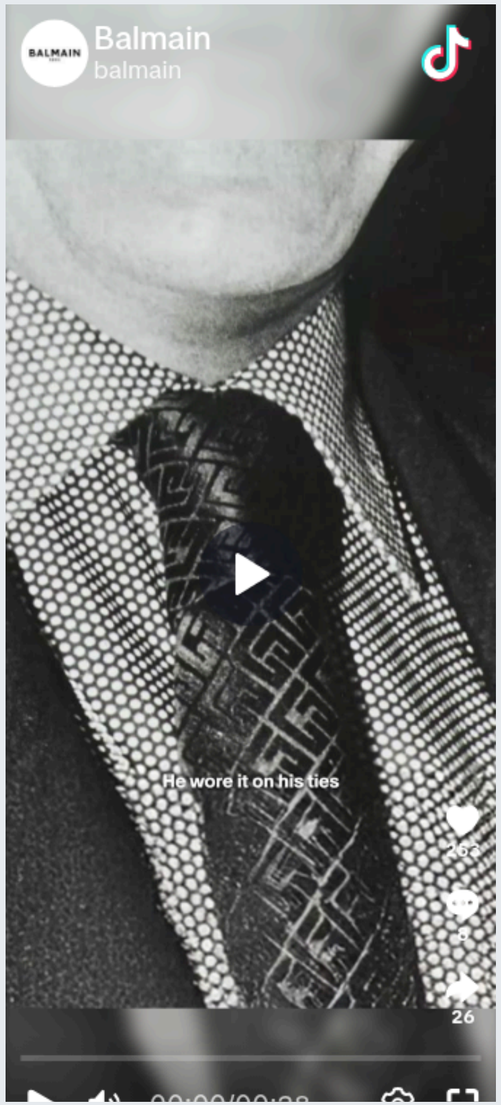
Current Marketing |Social Media

On Instagram, Youtube and Tiktok they're promoting

Newest Collections
Brand Heritage
Balmain Beauty

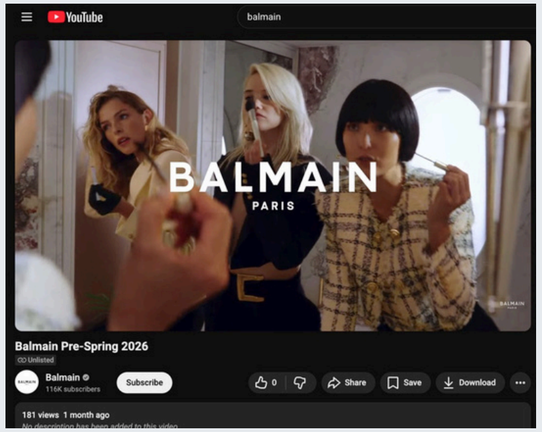
They use fragrant releases, models, curated campaigns to promote the brand on social media





@Balmain





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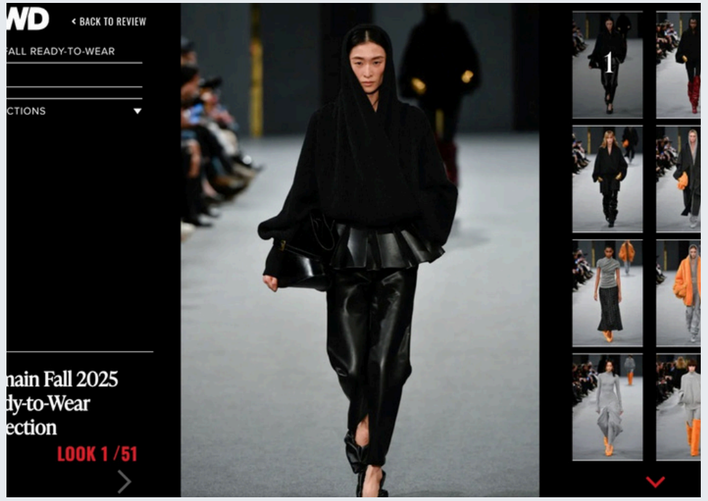
Current Marketing |Earned Press

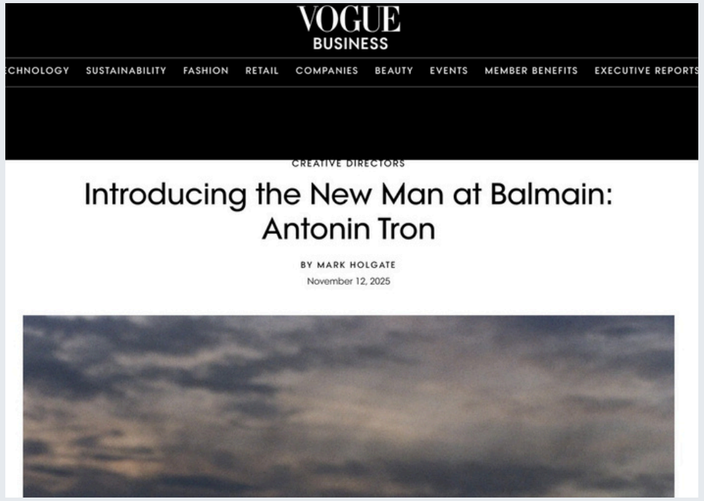
Balmain secures consistent earned media coverage through major fashion and beauty publications. Their press focuses on:

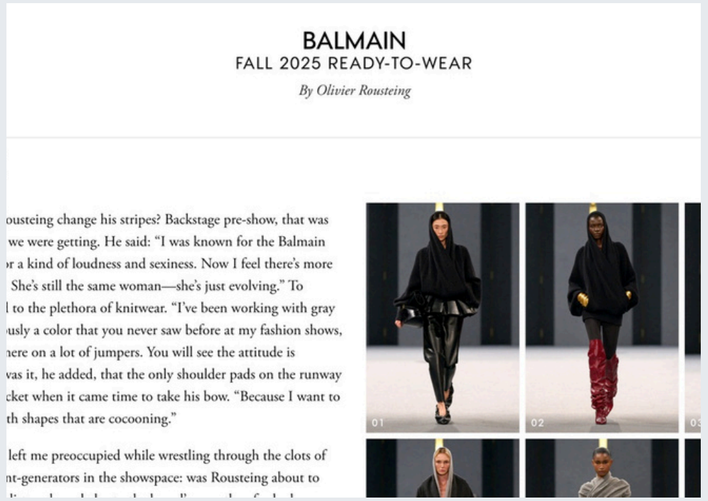
Runway shows
Product launches
The arrival of the newest creative director

Balmain's strong heritage and cultural relevance ensure that the brand continues to earn organic visibility without relying solely on paid media.









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Target Audience

Balmain Targets

Mature Men and Women

Ages 25-45

Upper/Middle Class

People who value **bold silhouettes, follow fashion culture, & want garments that photograph well.**

Consumers that **work in nightlife, as influencers, and in entertainment**



Consumer Profile



Isabella

Age: 34

Occupation: Influencer

Income 450K

Biography

Isabella lives in London, she is an influencer and makes fashion and lifestyle content for a living. She is very fashion forward and wears s lot of gender fluid clothing. She shops in luxury to keep up with pop culture and what's trending.

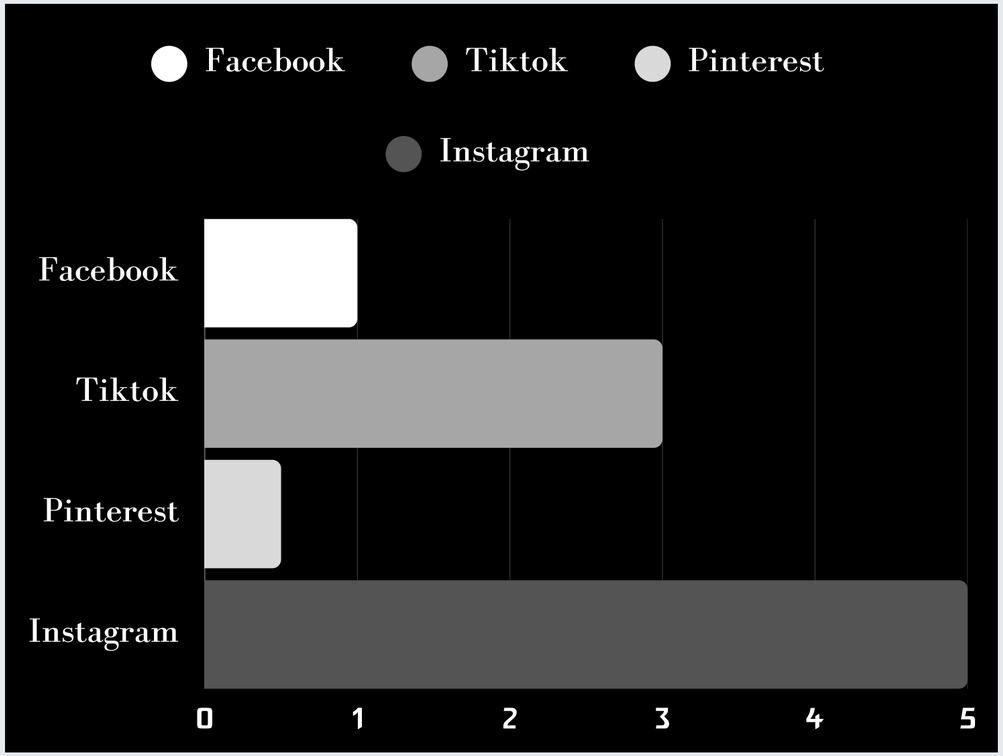
Brands

LOUIS VUITTON

PRADA MILANO DAL 1913

GUCCI

Social Media Habits



SWOT



Strength

The brand has a strong point of view, deep rooted heritage, & staple pieces

Opportunities

Balmain's newest creative director , Antonin Tron has the authority to to change the direction of the brand

Weaknesses

Balmain doesn't have any staple pieces from the last five seasons that are recognizable and notable

Threats

The newest collection being released in March could be a hit or a miss

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Conclusion

Balmain was founded in 1945 by Pierre Balmain. Creating a distinctive, super-feminine DNA for the house.

Balmain is known for their sequin dresses, regal shoulder design, gold detailing, military style jackets, & double-breasted jackets.

Olivier Rousteing served as creative director from 2011-2025. His last collection with Balmain is Spring/Summer 2026.

Antonin Tron was appointed creative director of the brand in November of 2025. His first show is F/W 2026 premiering March 2026.

Balmain uses fragrant releases, models, curated campaigns to promote the brand on social media On their website they use lifestyle branding and emotional marketing to appeal it consumers

Balmain has a strong point of view, deep rooted heritage, & staple pieces. BUT Balmain doesn't have any staple pieces from the last five seasons that are recognizable or notable.

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Balmain Wolf Embellsihed Dress | Black

Shop Balmain Wolf embellsihed dress in Black

farfetch.com

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Balmain News, Collections, Fashion Shows, Fashion Week Reviews, and More

Your source for the latest Balmain news, updates, collections, fashion show reviews, photos, and videos fro…

Vogue /



GQ Selects: Balmain Distressed Biker Jeans

Key items from our October issue, hand-picked by Jim Moore and available at MR PORTER "A pair of moto-inspired jeans is the easiest way to toughen up your go-to denim wardrobe and these pre-distressed ones...

GQ / Oct 14, 2013



Olivier Rousteing's Best Balmain Looks in Vogue

After 15 years at the helm, the French designer is stepping down, ending one of fashion's most influential tenures.

Vogue / Nov 5, 2025



EXCLUSIVE: Balmain Beauty Enters the Prestige Fragrance Category With Destin

Balmain beauty launches into the prestige fragrance category with Destin de Balmain, a new women's eau de toilette.

WWD / Feb 20

Content is no longer available



Balmain Spring 2026 Ready-to-Wear Collection

Balmain Spring 2026 Ready-to-Wear collection, runway looks, beauty, models, and reviews.

Vogue / Oct 1, 2025



Introducing the New Man at Balmain: Antonin Tron

Antonin Tron, the founder of Atlein, is taking over at Balmain, a house whose "savoir-faire, culture, sensuality, and elegance… resonates deeply" with him.

Vogue / Nov 12, 2025



https://int.balmain.com/mr/experience/balmain-new-creative-director

https://www.wgsn.com/fashion/article/698b3af7d9fe65337602ab09#page12

https://www.wgsn.com/fashion/article/693aa6238bcba2aa2585eb96#page1

https://www.wgsn.com/fashion/article/6989f388f9317f5f65f47b69#page2

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PART II

Trend Book

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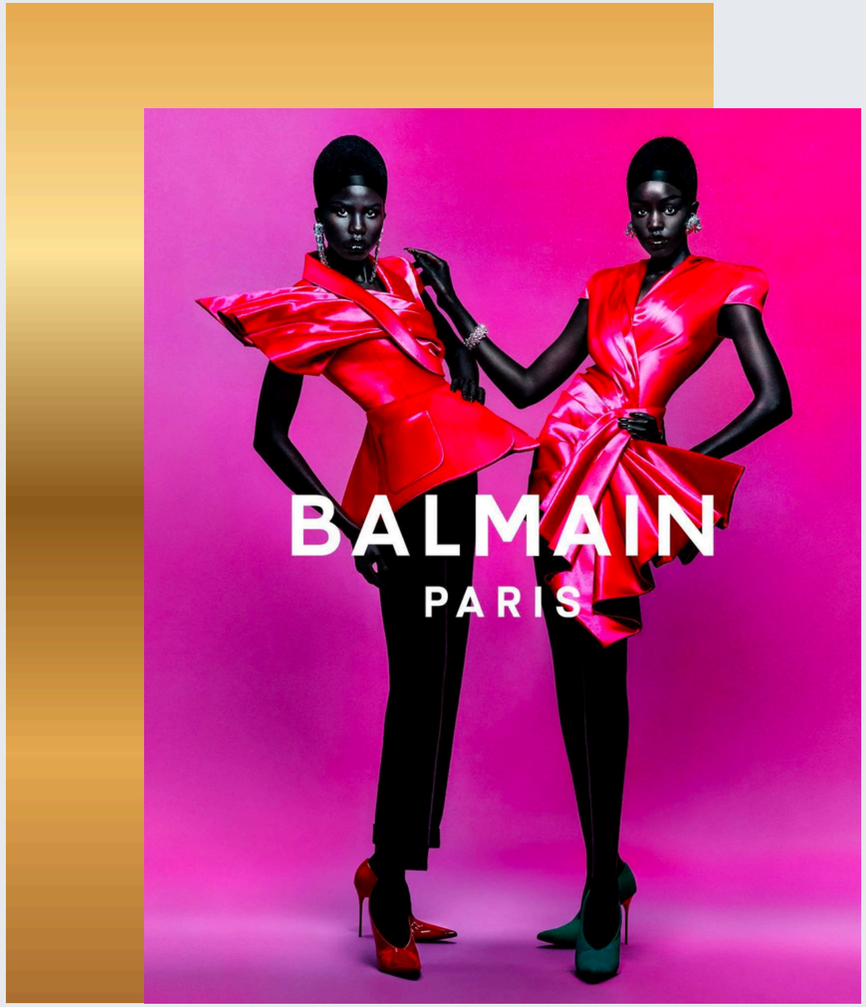

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Conclusion

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Balmain History | Key Items | Olivier Rousteing | S/S 2026 | Current Marketing | Target Audience | SWAT | Conclusion



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Key Words



Comfortability

Resilience

Natural

Darkness

Eclecticism

Self Expression

Some of the key words WGSN is using to forecast the S/S 2028 season.

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Color Palette

Gold

Oyster Mushroom

Dried Chili

Almond Butter

Carmel Brown

Glowing Red

Ginger Biscuit

Baked Terracotta

Radiant Earth



The annual palette offers a range of **darks, neutrals, browns and uplifting brights** that will remain relevant into F/W 28/29 season.

Reds range from the luminous **Glowing Red** to richer, to shades of **Dried Chili and Baked Terracotta**.

Ginger Biscuit, complemented by warm shades like **Almond Butter and Gold,** which contribute to the overall sense of warmth

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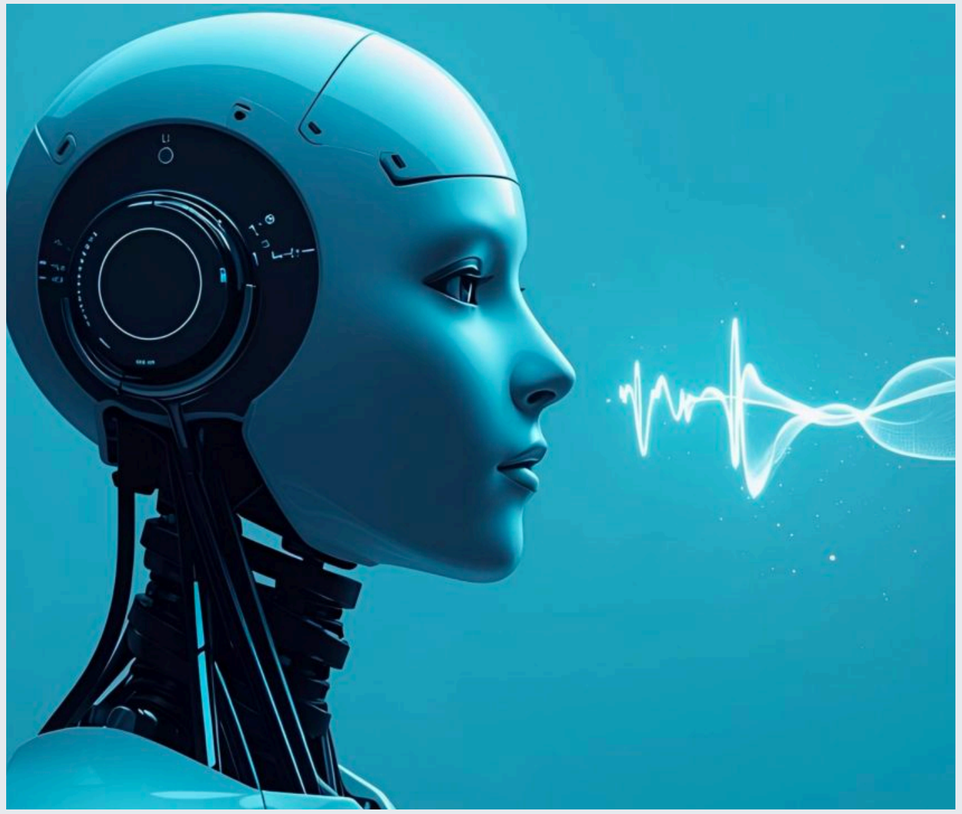
Impacting Trends| The AI Takeover



By 2028, AI will be fully integrated into daily life. **It will function as a normal tool that enhances human abilities and experiences.**

Retailers should position **human creativity, empathy, and connection as their core values**. AI should be used to increase efficiency while **people shape brand identity and customer relationships**.

Successful retailers will combine AI with human-centered experiences, using technology to **support creativity, curate trust, and meaningful customer engagement.**



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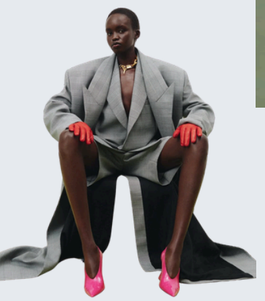
Impacting Trends | The Sensorial Reset



In an increasingly digital world, **consumers will crave tangible, sensory experiences. Sight, smell, sound, taste, and touch** will become key elements that reconnect people to physical products and environments.

Physical interaction with products will signal quality and authenticity. Brands that emphasize **material, craftsmanship, and sensory engagement to maintain their luxury disposition**.

As consumers experience digital overload, **immersive and emotionally engaging sensory experiences will help combat apathy** and create deeper connections with brands.



Impacting Trends | Climate-Impacted World



Climate disruption will make resilience a fundamental expectation for businesses. Consumers will prioritize **brands that can adapt quickly and be reliably during environmental challenges.**

Retailers must design products that function in changing conditions for example **heat-resistant products**.

Brands must communicate climate innovations **using simple, relatable language to build trust and help consumers** understand the value of these changes.

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Embracing Darkness

Dark romanticism, rock influences, and gothic subcultural aesthetics shape fashion's moodier direction in 2028. Fantasy, rebellion, and alternative style inspire dramatic and dynamic products.

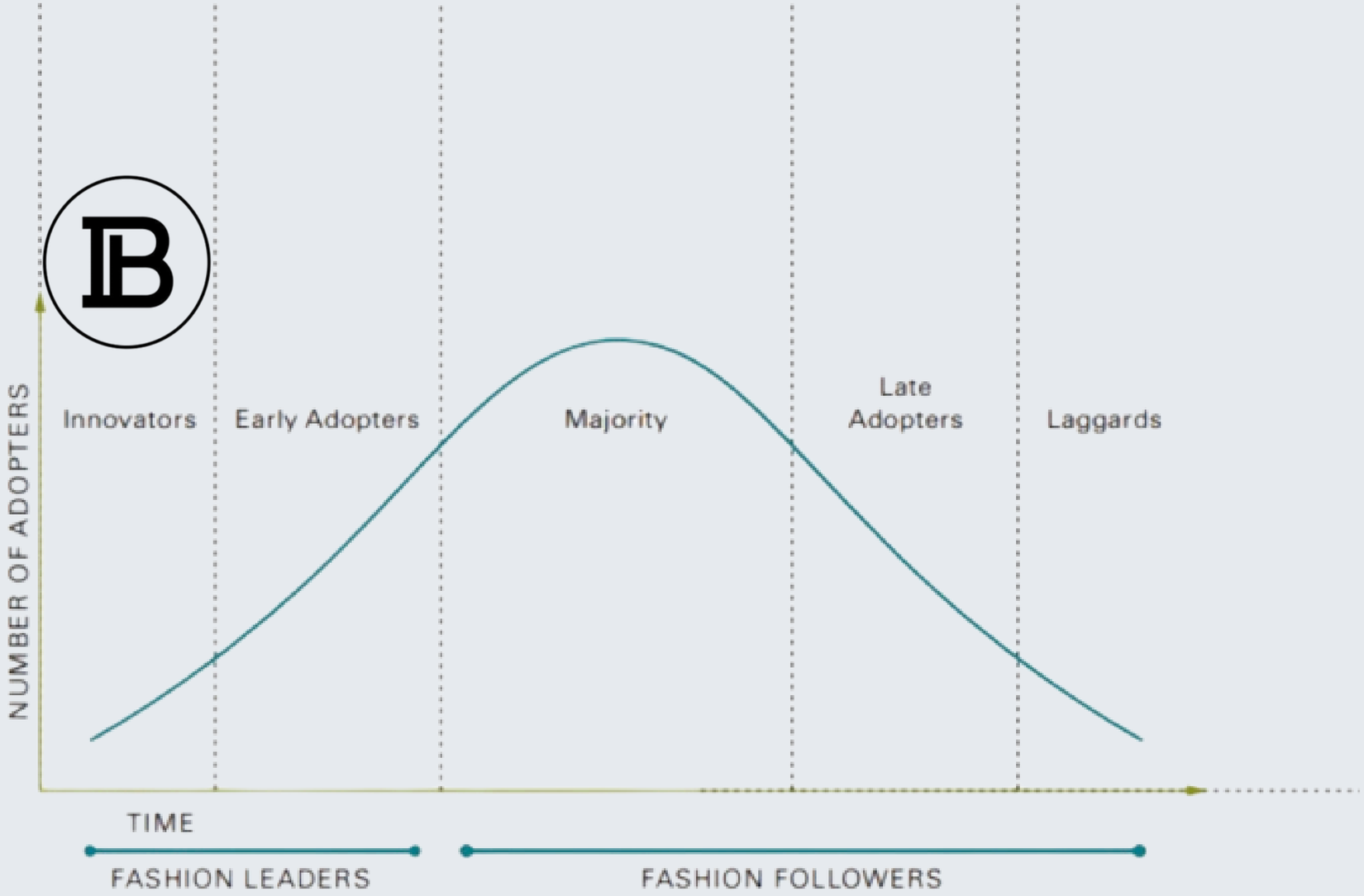




In 2028, designers will draw inspiration from historical gothic and romantic imagery such as the **Victorian silhouettes, lace, corsetry, dramatic draping, and rich textures.** These elements create a sense of mystery, sensuality, and poetic melancholy

Balmain's 2023 Renaissance collection is a great example dark romanticism. Since archive fashion and darkness will be some trending in 2028, embracing darkness will be a trend Balmain can spearhead.

Diffusion Curve



Because dark romanticism is such a niche subculture I predict **fashion innovators** will be the people the hop on this trend.

Trend Research |Newstalgia

Newstalgia

Vintage references, archival fashion, and resale pieces gain popularity as consumers value authenticity, and emotional connection to the past.





This trend will be a great opportunity for Balmain to reference Olivier Rousteing's impact.

Drawing from past influences like the Kardashian's, Balmain should reference this time period by **doing a collaboration with SKIM's. The designs will reference some of Kim's most memorable outfits with Balmain**

SKIM's have collaborated with other luxury houses like their 2024 collaboration with Dolce and Gabbana.

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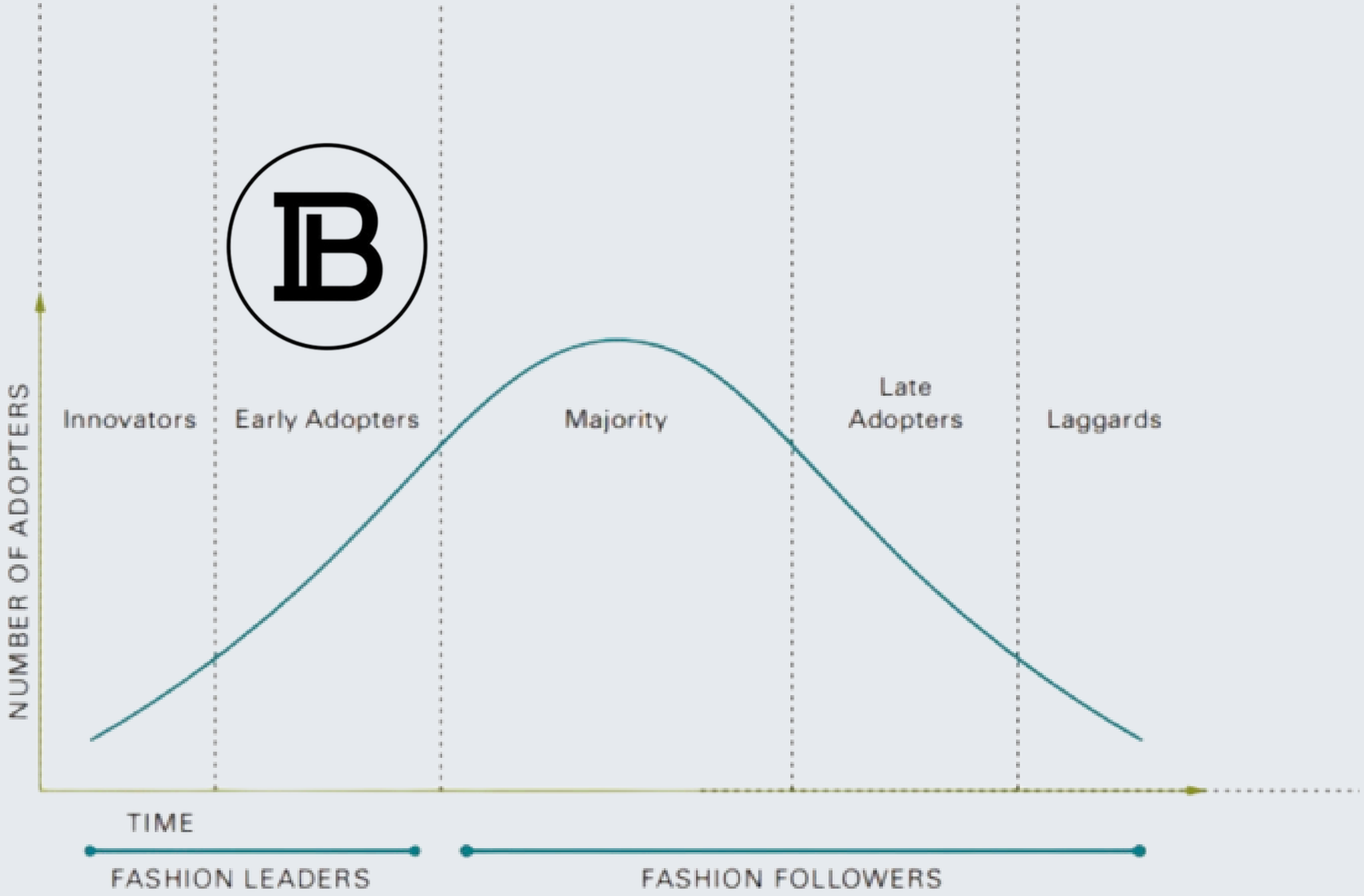
Diffusion Curve



Doing a collaboration with SKIM's will make Balmain culturally relevant again. **Consumers will remember the early 2000 when Kim and Olivier would collaborate all the time. SKIM's past collection with Dolce and Gabbana sold out immediately**, therefore I predict early adopters will be the people that have access to this collaboration

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Conscious Comfort

In response to burnout and rising living costs, consumers will **prioritize emotional well-being and comfort**. People will value, tactile materials and nature-inspired experiences that support rest, boundaries, and slow living over constant productivity.



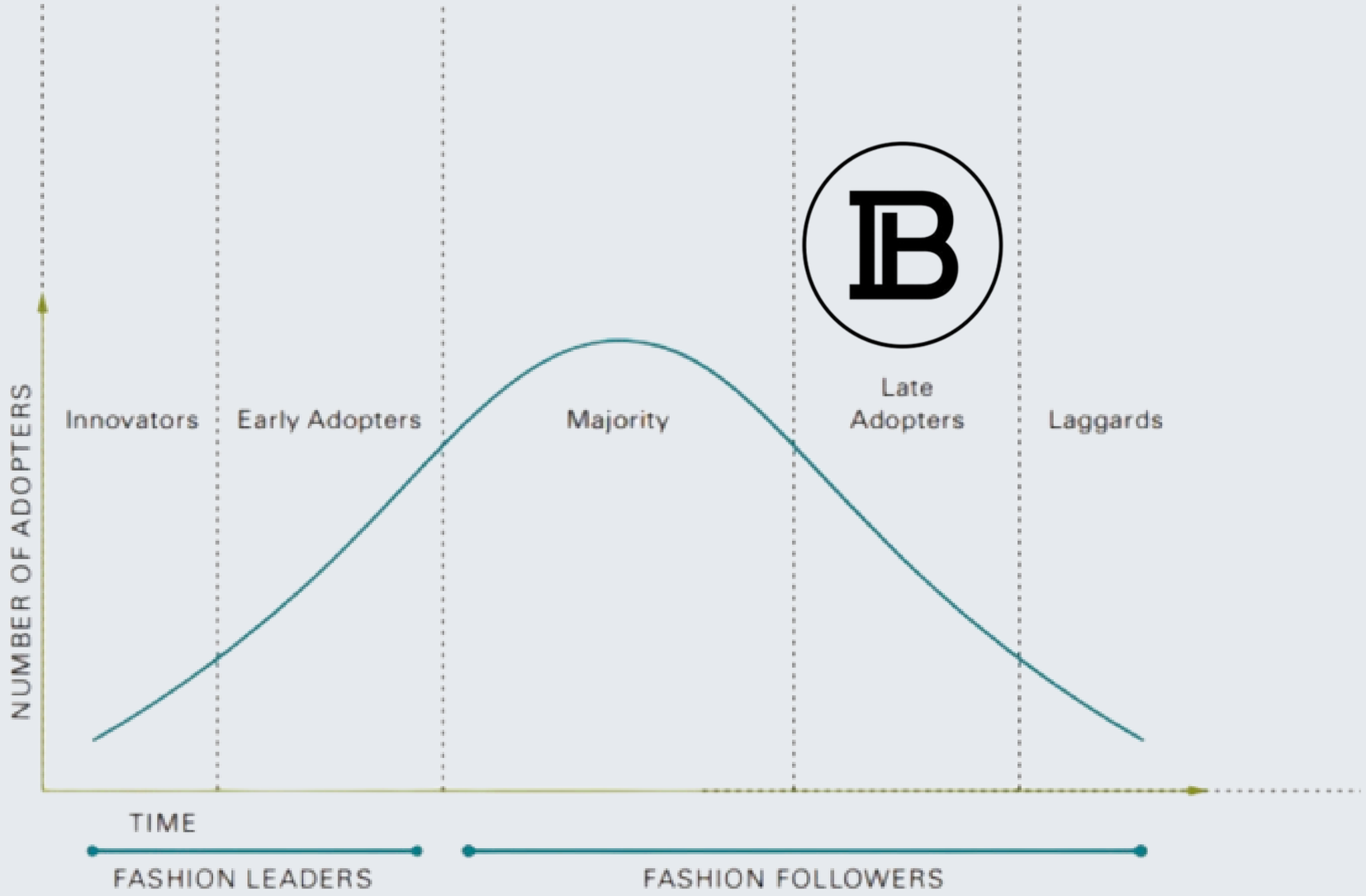


Balmain should invest in comfortable **breathable clothing. Developing new fabric technology** that and Embraces climate change.

Consumers will invest in versatile, high-quality pieces that work across different settings. They will wear cozy fabrics like **cotton, silk, and linen.**

Durable, timeless designs reflect **a shift toward long-term wear value and trust during uncertain economic conditions**

Diffusion Curve



Comfortable clothing is something everyone has access to, **I predict even the late adopters to trends will be willing to participant** and shop Balmain comfortable clothing.

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Conclusion

In 2028

AI will be completely integrated into our society. Retailers should position human creativity, empathy, and connection as their core values.

People will value in person sensory experiences, immersive and emotionally engaging sensory experiences will help combat apathy and create deeper connections with brands.

Climate disruption will make resilience a fundamental expectation for businesses. Retailers must design products that function in changing conditions

Dark romanticism, rock influences, and gothic subcultural aesthetics shape fashion's moodier direction in 2028.

Vintage references, archival fashion, and resale pieces gain popularity as consumers value authenticity, and emotional connection to the past.

People will value, tactile materials and nature-inspired experiences that support rest, boundaries, and slow living

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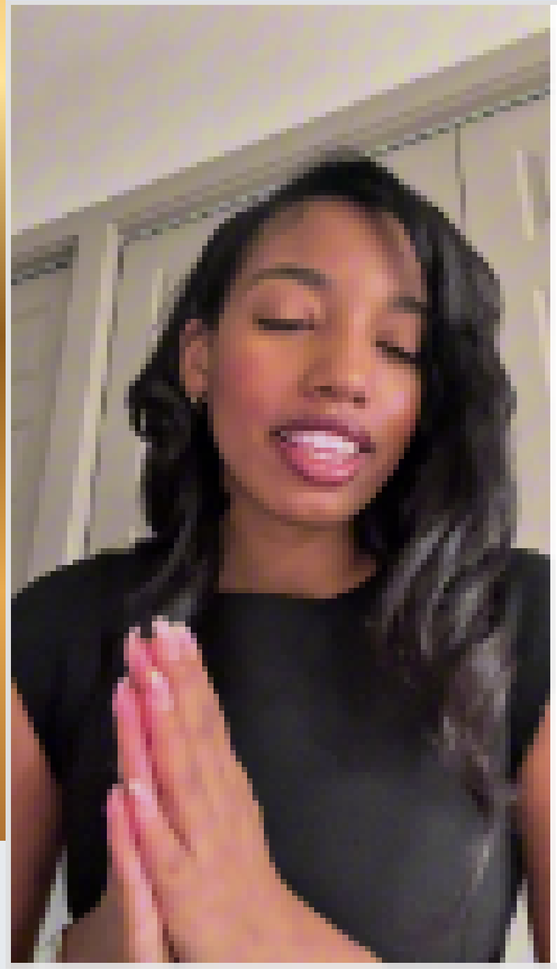
PART III





Video Mar 11 2026, 10 35 56 AM.mov

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https://www.wgsn.com/fashion/article/693aa6238bcba2aa2585eb96#page9

https://www.wgsn.com/fashion/reports?filters=%7B%22seasons%22:[%2232671%22]%7D

https://www.wgsn.com/en/blog/retail-trends-should-define-your-brand-strategy-2028

https://www.wgsn.com/fashion/article/6989f388f9317f5f65f47b69

https://www.wgsn.com/fashion/article/698b3af7d9fe65337602ab09#page2



The Skims Dolce & Gabbana Collection Was So Popular It Crashed the Website—Here's What's Still Available

The best looks to shop now

Glamour / Nov 19, 2024

https://www.pantone.com/color-finder/16-1412-TCX?srsltid=AfmBOortGYpfFYAzLrnX2b2wo4qfRpGseBGwj8Mlrt3uoLgWDu-eTV5x

