



Saks Partners with Balmain for an Exclusive Beach-themed Capsule

August 23, 2023



We, in partnership with Saks Fifth Avenue stores, collaborated with longtime partner Balmain to create an exclusive beach-themed capsule collection which features the designers first handbag shop-in-shop at the Saks Fifth Avenue flagship store in New York City.

"We are thrilled to expand our long-standing partnership with Balmain with this limited-edition capsule collection and the brand's first handbag shop at our New York flagship," says Tracy Margolies, our chief merchandising officer. "Balmain and Olivier Rousteing are forces in luxury fashion, and we know our customers will be excited to have this exclusive access to these new offerings from some of the most sought-after names in the industry. We are honored that Balmain chose to partner with Saks to bring these two important initiatives to life."

The collection features women's and men's ready-to-wear, handbags and shoes, inspired by Balmain creative director Olivier Rousteing's memories of summer escapes to beaches in the South of France.

"Beach holidays spent with close friends and family have always been important for me," says Rousteing "While growing up in Bordeaux, summer meant long days on beautiful beaches in Biarritz, Arcachón and Saint Jean de Luz. Today, my August breaks with friends in Greece and Sicily are my favorite moments of the year — allowing me to relax, recharge and just enjoy the sun, waves and evenings. This collection, prepared exclusively for Saks, channels some of the great memories that I have of those all-too-short summer escapes. Riffing on some of the most popular looks of recent Balmain collections, my team and I have blended together house signatures with the optimistic and sensual spirit of a European beach get-away."

The beach capsule is available on Saks.com and in select Saks Fifth Avenue stores, including the New York flagship, and Beverly Hills; Bal Harbour, Boca Raton, Palm Beach, Naples, Atlanta, and Phoenix stores.