

# The Estée Lauder Companies reveals Balmain Beauty's first fragrance collection



Balmain Beauty presents Les Eternels de Balmain

The Estée Lauder Companies has revealed Balmain Beauty's first fragrance range, Les Eternels de Balmain, a collection of eight all-gender eaux de parfums.

The "trailblazing" collection was inspired by Founder Pierre Balmain's Parisian legacy and Olivier Rousteing's modern influence on fashion and now beauty. As Creative Director, Rousteing builds upon the house's signature French heritage to share his new vision of avant-garde beauty, fueled by respect, love, and unity.

"Balmain Beauty gives you the freedom to live your truth, free and powerful," he said. "Beauty is about being yourself and having the confidence to embrace who you are. Fashion cannot exist without beauty, and beauty cannot exist without fashion. Beauty is part of your silhouette, of who you are, just like the way you dress. I want to represent all the beauties of the world and welcome everyone without exceptions."

Les Eternels de Balmain includes eight multi layered scents from four distinctive olfactive families - Musk, Amber, Floral, and Woody.

Olivier Rousteing has been the lead architect of Balmain Beauty from inception, and he handpicked four of Balmain's legacy scents to be reinvented for the modern era: Vent Vert, Ivoire, Ebene, and Carbone. Four new fragrances complete the collection: Sel d'Ambre, Rouge, Bronze, and Bleu Infini.

Guillaume Jesel, who oversees Balmain Beauty as the President and CEO, TOM FORD and Luxury Business Development, The Estée Lauder Companies, commented, "Balmain Beauty is forging a

new, avant-garde space in luxury beauty that celebrates the legacy and inclusive spirit of the iconic house of Balmain. Olivier Rousteing is one of the most accomplished designers of his generation, inventing revolutionary concepts at the confluence of past, present, and future. It has been an extraordinary journey bringing his vision for Balmain Beauty to life."

Matteo Sgarbossa, Chief Executive Officer, Balmain, added, "Just like Olivier Rousteing's most impressive runways, Balmain's ambitious plans for future luxury growth build directly upon a skilled melding together of the richness of our singular heritage with a distinctively modern outlook.

"Our agreement with The Estée Lauder Companies for Balmain Beauty is an obvious embodiment of that strategy. With this partnership, the house begins a new chapter, making very clear to all our commitment to maximizing cross-category possibilities as we move forward, driven by the passion of our 'Balmain Army' and determined to fully realize this house's potential to become a true leader in the luxury world."

"Balmain Beauty embodies a steadfast commitment to excellence in perfumery, emphasizing not only the olfactive experience, but also the evocative emotions it elicits brought to life by an iconic visual campaign," added Nathalie Berger Duquene, SVP, Global General Manager, Balmain Beauty, The Estée Lauder Companies. "The beauty of craftsmanship is exuded in both the packaging design and ingredients used. Our fragrances hold tension, power, and strength; they are quintessentially Balmain, rooted in diversity and inclusivity."

The collection's packaging and bottle is inspired by Balmain's first flacon created in 1946. The new flacon features an updated design and a graphic PB monogram to symbolize Balmain on the cap.