



BALMAIN

PARIS

HAIR COUTURE

SALON BROCHURE

SEPTEMBER - DECEMBER 2022

CAMPAIGN

Fall-Winter 2022

Right before the Balmain show, Olivier Rousteing posted on social media: *“We are well aware that there are more important things happening in the world today. It’s hard to feel right about focusing on runways and clothes, as we listen with a heavy heart to the latest news. Our thoughts and prayers are with the Ukrainians. We are inspired by their dignity, resilience and devotion to freedom.”* What followed was a powerful new collection with models dressed in armor, walking on tower high platform shoes and with healthy and strong hair looks.

Coming right out of a pandemic, we are more than ever aware that our freedom is precious and should be appreciated at all costs. A newfound appreciation that comes along with a sense of celebration, while being cautious of the current events happening in the Ukraine. For the Fall-Winter season we will continue to maintain that natural, strong look, but with a touch of allure. Layers and voluminous hair that comes out strong and in charge.

The new campaign for Balmain Hair Couture, shot by Spanish photographer Javier Biosca and with models Ymre Stiekema and Xavier Serrano, shows exactly that. Hair stylist Gino Mateus explains *“To create the looks on Ymre, I have been inspired by the naturalness, freshness and glamour of an independent, current and self-possessed woman. I have been focused on the pursuit of healthy texture and sophisticated hair, without forgetting at any time to highlight its natural beauty.”*

Photographer - @javier_biosca

Direction Balmain Hair Couture

Female - @ymrestiekema

Male model - @xserrano9

Production Direction & Styling - @alejandromunoz_

Hair & makeup - @ginomateus

Filmmakers & Production - @gsgproducciones





BALMAIN

PARIS

HAIR COUTURE



The Trend Collection Volume 2 combines soft with graphic styles. The light and deep tones embraces the inclusivity and diversity of humanity. The Trend Forecast Collection Volume 2 is an individual yet cohesive concept that's easy to adapt to any hair type, face shape and lifestyle of its wearer.

The armoured statement pieces of the last fashion show are the inspiration for the Trend Forecast Collection Volume 2. The creative collective team of stylists took the statement pieces and complemented them with softer yet graphic hairstyles.

The collection presents the power of Balmain men and women in a mellow, inclusive and heterogeneous way. Get inspired by the blend of different cut-, and colour techniques, styling products and tool use. The Trend Forecast collection is unique and desirable for salon stylists and consumers.

Photographer: @carlosvillarejo

Direction Balmain Hair Couture

Kai Hair: @simontuckwell

Marina Hair: @Blush_Elisha

Elena Hair: @omar_el_gharbawy

Production direction: & Styling: @alejandromm__

Production: @gsgproducciones

Models: @jost.sabine | @jeraaldinxariass | @michel_francoeur

Hair & Make-up assistance: @silvinasouza | @Pilar.vilas | @almudenagarbel | @lubbar.mua

Images Retouch: @studiosinlimites_ | @sarabdez_photo





**TREND FORECAST
COLLECTION 2022**

Volume 2

GET TRAINED AND RECEIVE THE EDUCATION KIT FALL-WINTER 2022!





Image for retail display holder
doublesided



Couleurs Couture
Trend Colour Swatches



Couleurs Couture Care Line
1x Couleurs Couture Shampoo
1x Couleurs Couture Conditioner
1x Couleurs Couture Mask



Cellulose Acetate Barrette pour Cheveux
Medium Tortoise Shell



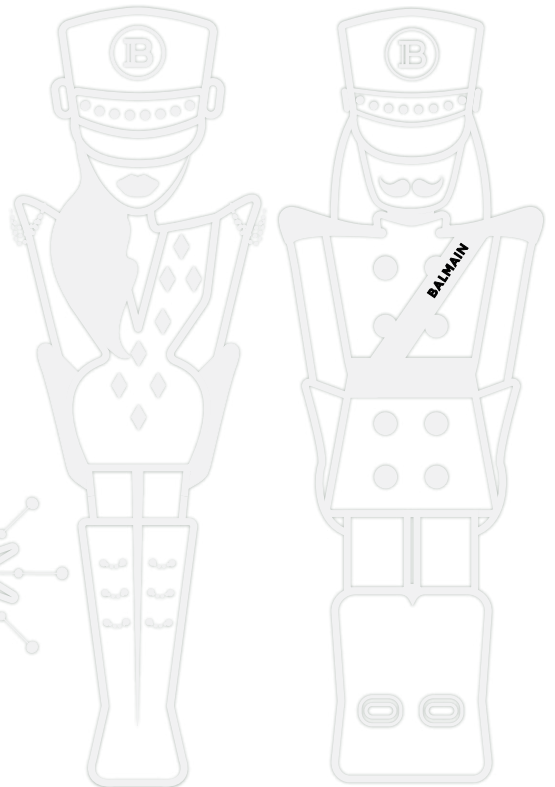
Window sticker



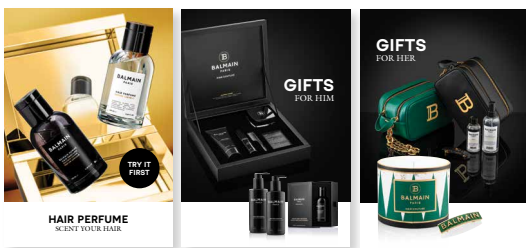
Green Ribbon with golden logo



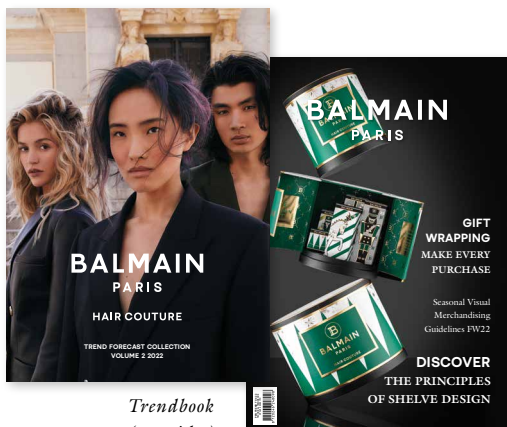
5x Consumer Booklet
Fall-Winter



Seasonal Window Decoration



3x a6 Shelf Talkers



Trendbook
(two sides)



Campaign Image Card

Balmain's Couleurs Couture collection offers vibrant, long lasting colours infused with the brand's signature ingredients that enhance hair and colour vitality: Argan Elixir and Silk Protein. The gentle hair colouring process with micro pigments respects the hair quality while penetrating deep into the cortex of the hair for maximum colour retention. Each Couleurs Couture hair spa treatment is performed with the highest quality Balmain care products to lock in colour pigments and extend colour life. The highly nourishing Couleurs Couture Care collection adds life and shine to the hair while providing optimal colour longevity.



SALON PROMOTION

PURCHASE

- 48x Couleurs Couture Colours
- 12x Couleurs Couture Toners
- 1x Crème Developer 20Vol 6 Percent 1000ml
- 1x Crème Developer 30Vol 9 Percent 1000ml
- 1x Crème Developer 6,5Vol 1,95 Percent 1000ml
- 1x Freehand Clay Lightener 400gr
- 1x Premium Powder Lightener 500gr
- 1x Moisturizing Crème Lightener 500gr

RECEIVE

- 1x Couleurs Couture Mask 1000ml
- 9x Couleurs Couture Mask 200ml
- 36x Couleurs Couture Care Sachets
- 25x Limited Edition Paper Gift Bag Medium
- 1x Glorifier

Total value: €1198,20

Total price: € 889,85

CONSUMER PROMO

Receive a Couleurs Couture Mask
with a Couleurs Couture
Colour Spa Treatment

PURCHASE



RECEIVE







1.

CREATE A DIVINE FESTIVE LOOK

with the Limited Edition Hair Accessories

This year's Fall-Winter collection is inspired by the signature golden details of the house and the traditional green colour that symbolizes the holiday season. Every single hair jewel within the collection is entirely handcrafted by using traditional techniques and features the signature golden detailing.

TIP: As a stylist in the salon, wear a Balmain Hair Couture accessory to inspire your client.



LIMITED EDITION ACCESSORIES FW22

- 1. Black Leather Puffed Headband with Gold Plated Logo *Salon price: € 214,00 | Recommended retail price: € 450,00*
- 2. Headband Chain FW22 *Salon price: € 284,00 | Recommended retail price: € 600,00*
- 3. Headband Green FW22 *Salon price: € 185,00 | Recommended retail price: € 390,00*
- 4. Barrette Bow FW22 *Salon price: € 90,00 | Recommended retail price: € 190,00*
- 4. Barrette Medium FW22 *Salon price: € 185,00 | Recommended retail price: € 390,00*
- 5. Clip Large Chain FW22 *Salon price: € 118,00 | Recommended retail price: € 250,00*



LES ACCESSOIRES

“Les Accessoires”, an iconic hair accessory line. The hairpieces in the “Les Accessoires” collection are entirely handcrafted by using traditional techniques. Every single item in this collection features the signature golden detailing. This returning design element can be found in all Balmain Paris collections. Complete your client's look with the beautiful Balmain Hair Couture accessories.

SALON PROMOTION

PURCHASE

- 1x Limited Edition Barrette Medium
- 1x Limited Edition Clip Large Chain
- 1x Limited Edition Barrette Bow
- 1x Limited Edition Headband Green

RECEIVE

- 1x Pince A Cheveux Medium*
- 1x Pince A Cheveux Large*
- 1x Barrette pour Cheveux Medium*
- 1x Barrette pour Cheveux Large*
- 25x Limited Edition Paper Gift Bag Small
- 1x Limited Edition Hair Accessory Box

**Available in Black, White or Tortoise*

Total Value: € 765,20

Total price: € 578,00



PURCHASE



Limited Edition
Barrette Medium



Limited Edition
Clip Large Chain



Limited Edition
Barrette Bow



Limited Edition
Headband Green

RECEIVE



Pince A Cheveux
Medium
(Black, White or Tortoise)



Pince A Cheveux
Large
(Black, White or Tortoise)



Barrette pour Cheveux
Medium
(Black, White or Tortoise)



Barrette pour Cheveux
Large
(Black, White or Tortoise)



Limited Edition Paper
Gift Bag Small



Limited Edition Hair Accessory
Box

LIMITED EDITION Texturizing Salt Spray

Create a divine festive look with the Limited Edition Texturizing Salt Spray. This Limited Edition Texturizing Salt Spray features the signature golden detailing and is a true pleasure to use. A gift you will never forget. The formula is blended with Sea Salt to add body and a matt finish. The Sea Salt results in more definition and creates texture. The Texturizing Salt Spray is humidity resistant.



CONSUMER PROMOTION

Receive a **LIMITED EDITION
TEXTURIZING SALT SPRAY** with
the purchase of 2 care products.

SALON PROMOTION

PURCHASE

- 3x Revitalizing Shampoo 300ml
- 3x Revitalizing Conditioner 300ml
- 3x Revitalizing Mask 200ml
- 3x Moisturizing Shampoo 300ml
- 3x Moisturizing Conditioner 300ml
- 3x Moisturizing Repair Mask 200ml
- 3x Volume Shampoo 300ml
- 3x Volume Conditioner 300ml
- 3x Leave-in Conditioning Spray 200ml
- 3x Couleurs Couture Shampoo 300ml
- 3x Couleurs Couture Conditioner 300ml
- 3x Couleurs Couture Mask 200ml

RECEIVE

- 18x Limited Edition Texturizing Salt Spray 200ml
- 6x Limited Edition Universal Care Gift Box
- 25x Consumer Brochure Care
- 1x Limited Edition Ribbon
- 1x Mirror stickers (3x A5)
- 25x Limited Edition Paper Gift Bag FW22 Large

Total value: € 993,10

Total price: € 645,75

PURCHASE



3x
Revitalizing Shampoo 300ml
Revitalizing Conditioner 300ml
Revitalizing Mask 200ml



3x
Moisturizing Shampoo 300ml
Moisturizing Conditioner 300ml
Moisturizing Repair Mask 200ml



3x
Volume Shampoo 300ml
Volume Conditioner 300ml
Leave-in Conditioning Spray 200ml



3x
Couleurs Couture Shampoo 300ml
Couleurs Couture Conditioner 300ml
Couleurs Couture Mask 200ml

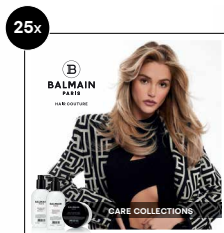
RECEIVE



18x
Limited Edition
Texturizing Salt Spray
200ml



6x
Limited Edition
Universal Care Gift Box



25x
Consumer Brochure
Care



1x
Limited Edition
Ribbon



1x
Mirror stickers
(3x A5)



25x
Limited Edition
Paper Gift Bag FW22
Large

CREATE THE PERFECT BLOWDRY



Create a beautiful voluminous look with the Balmain Hair Couture Ceramic Round Brushes. The Balmain Hair Couture Ceramic Round Brushes gives of negative ions which seals the hair, closes cuticles and leaves the hair smooth. The ceramic coating barrel is designed to spread the heat evenly to create more shine, volume and dry the hair fast due to it's negative ion technology. The bristles help to smoothen the flyaways for a long lasting silky finish. With ergonomic, seamless handle and large round holes to optimize the air flow in the brush.



SALON PROMOTION

PURCHASE

- 3x Professional Ceramic Round Brush 33mm Black
- 3x Professional Ceramic Round Brush 43mm Black
- 3x Professional Ceramic Round Brush 53mm Black
- 3x Professional Ceramic Round Brush XL 43mm Black

RECEIVE

- 12x Travel Size Leave-In Conditioning Spray 50ml

Total value: € ~~314,10~~
Total price: € 240,90

PURCHASE



Professional Ceramic Round Brush 33mm Black



Professional Ceramic Round Brush 43mm Black



Professional Ceramic Round Brush 53mm Black



Professional Ceramic Round Brush XL 43mm Black

RECEIVE



Travel Size Leave-In Conditioning Spray 50ml



BALMAIN HOMME HAIR & BODY WASH TRAVEL SIZE

Available from October 2022

A hydrating 2-in-1 formula that gently cleanses hair and body in one step. Leaves the hair and skin thoroughly cleansed and hydrated. It lathers richly and rinses easily without leaving any residue. Perfumed with the intense oriental, woody fragrance of Balmain Homme that combines the invigorating citric freshness of Bergamot with the woody aspect of dry Sandalwood.



CONSUMER PROMOTION

Receive a **TRAVEL SIZE HAIR & BODY WASH** with the purchase of a Balmain Homme Bodyfying Shampoo & Bodyfying Conditioner.

SALON PROMOTION

PURCHASE

6x Balmain Homme Bodyfying Shampoo 250ml
 6x Balmain Homme Bodyfying Conditioner 250ml
 3x Balmain Homme Hair Perfume 100ml

RECEIVE

6x Travel Size Balmain Homme Bodyfying Shampoo 50ml
 1x Balmain Homme Hair Perfume Tester 100ml
 36x Sample Balmain Homme Hair Perfume 3ml
 1x Limited Edition Ribbon
 25x Black Paper Bag Small
 1x Glorifier

Total value: € ~~561,20~~

Total price: € 451,80

PURCHASE



Balmain Homme Bodyfying Shampoo 250ml



Balmain Homme Bodyfying Conditioner 250ml



Balmain Homme Hair Perfume 100ml

RECEIVE



Travel Size Balmain Homme Bodyfying Shampoo 50ml



Balmain Homme Hair Perfume Tester 100ml



Balmain Homme Bodyfying Shampoo 250ml



Limited Edition Ribbon



Black Paper Bag Small



Glorifier

BLACK FRIDAY PROMOTION

Black Friday is right around the corner. Are you ready? This year's promotion includes a special must-have Limited Edition Nutcracker Ornament. With the purchase of a Care & Styling product you will receive the special Limited Edition Nutcracker Ornament.

LIMITED EDITION NUTCRACKER ORNAMENT

The standing wooden soldier nutcracker, the iconic nutcracker that we know today, was first made in the regions of eastern Germany in the early 19th century. Even though the soldier is the iconic nutcracker image, there are several classic nutcracker figurines for different parts of the world. According to German folklore, nutcrackers were given as a souvenir to bring luck to the family and protect their home. Our Balmain Holiday Nutcracker Army is an ode to the classic German nutcracker. It's a luxury-designed nutcracker with a signature Balmain Couture look that represents strength and power.

**Available in 6 models (only per 3 pieces, 2 of each model)*



SALON PROMOTION

PURCHASE

12x Care & Styling products

RECEIVE

12x Limited Edition Nutcracker Ornament

25x Limited Edition Paper Gift Bag Small

1x Limited Edition Ribbon

1x Glorifier

Total value : € 467,05

Total price: € 205,80



COLLECTOR'S ITEMS

PURCHASE



12x Care & Styling products

RECEIVE



Limited Edition
Nutcracker Ornament



Limited Edition
Paper Gift Bag Small



Limited Edition
Ribbon



Glorifier

THE FESTIVE SEASON

THE PERFECT GIFTS

Surprise your loved ones during the Holiday season with this toiletry bag. The luxurious toiletry bag, which is available in two versions, contains beautiful content to create a timeless look. The Limited Edition Pouch Green contains a Texturizing Salt Spray, Moisturizing Styling Cream, Leave-in Conditioning Spray and a Limited Edition Scented Candle. The Limited Edition Pouch Black contains a Leave-in Conditioning Spray, Argan Moisturizing Elixir and a Cellulose Acetate Barrette pour Cheveux Medium in Black.



Limited Edition Pouch Green
Salon price: € 80,00
Recommended retail price: € 140,00

Limited Edition Pouch Black
Salon price: € 80,00
Recommended retail price: € 140,00



GIFT CALENDAR

The Limited Editions Gift Calendars are a must-have item for every beauty lover. It's the most iconic gift within the collection. The Gift Calendar is a modern translation of the traditional Nutcracker fairytale. A holiday adventure about a wooden soldier doll that comes to life on Christmas eve and transforms into a charming nutcracker prince. A true collector's item that breathes the holiday spirit! Each festive box in the Limited Edition Gift Calendar Large or Limited Edition Gift Calendar Medium contains a beauty indulgences of Balmain Hair Couture.

Limited Edition Gift Calendar Large
Salon price: € 115,00

Recommended retail price: € 209,00

Limited Edition Gift Calendar Medium
Salon price: € 66,00

Recommended retail price: € 120,00



