
BALMAIN
BALMAIN
PARIS









The first Balmain Eyewear by Akoni collection was introduced on Balmain's Fall 2020 runways, with the inaugural eyewear designs highlighted during both the men's and women's Paris Fashion Weeks. Since then, Balmain's Creative Director Olivier Rousteing has enthusiastically embraced the collection—with the eyeglasses forming a key element in multiple Balmain shootings and campaigns, as well as in the designer's personal wardrobe.

Throughout, Olivier Rousteing's distinctive spirit and vision are always present in Balmain Eyewear collection. The Akoni Group design team and Olivier worked closely together to ensure that shared sensibility. Each Balmain Eyewear frames underline Akoni Group and Balmain's enduring commitment to the founding principles of this partnership: a pledge to produce nothing but precision-engineered, cutting-edge designs that are crafted by Japan's most talented artisans and rely on only the finest, earth-friendly materials.

“BALMAIN CELEBRATES THE STRENGTH AND BEAUTY INHERENT IN DIVERSITY.”

OLIVIER ROUSTEING

BALMAIN

PARIS

TODAY'S BALMAIN MELDS THE STORIED HERITAGE OF A HISTORIC PARISIAN COUTURE HOUSE WITH THE BOLD, MODERN AND INCLUSIVE VISION OF OLIVIER ROUSTEING, THE HOUSE'S 34-YEAR-OLD CREATIVE DIRECTOR WHO IS DETERMINED TO DESIGN CLOTHES THAT REFLECT THE WAY HIS GENERATION WANTS TO DRESS TODAY.

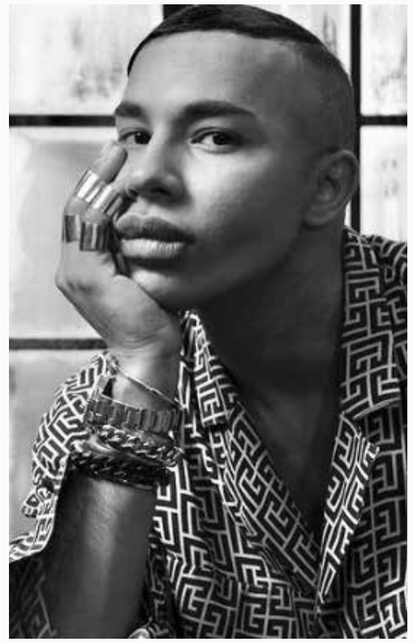


SEP. 1945
Balmain enters 44, rue françois premier. the space set inside paris' exclusive "golden triangle" is where he set up his eponymous couture atelier and the house's iconic store address (1947).

Rousteing has been carefully building upon the legacy of the house's founder, Pierre Balmain, who famously Introduced a fresh, feminine and surprising "New French Style" to post-war couture.



APR. 2011
Silhouette just twenty-five years old when he was named creative director in 2011, Olivier Rousteing managed to impose an immediately recognizable style, singular silhouette and contemporary outlook upon balmain.





SEP. 2018 PARIS TO THE WORLD SPRING 2019
looks to two distinct parisian traditions for inspirations. he highlights the city's incomparable heritage of couture and the high standards of tailoring, sculpting and embellishment that distinguish paris.

BALMAIN

PARIS

**BALMAIN'S EXCEPTIONAL TRANSFORMATIVE POWER ALLOWS ONE TO FEEL THAT EVERYTHING IS POSSIBLE.
FROM THE VERY BEGINNING, BALMAIN HAS SET ITSELF APART BY ITS AUDACIOUSNESS, DARING AND OPTIMISM**



AMPLIFIED
SILHOUTTE



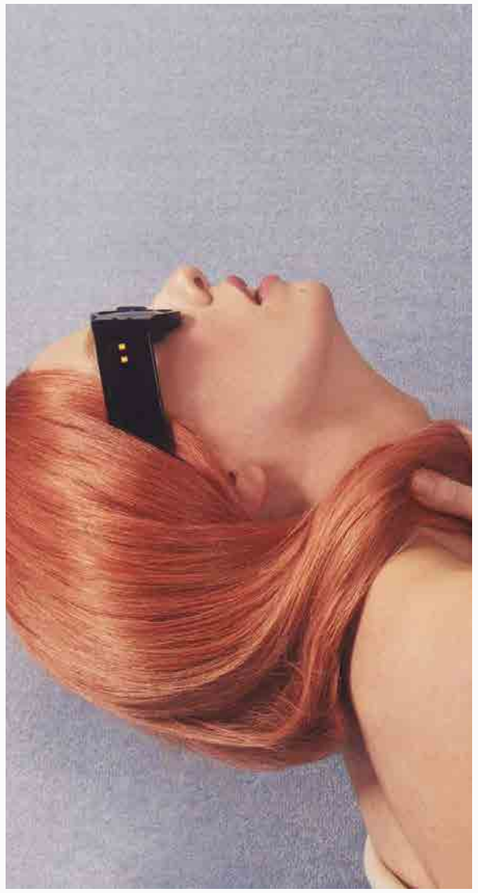
GOLD IS A KEY
COLOR FOR EACH
BALMAIN COLLECTION



EVERY BALMAIN DESIGN
SEAMLESSLY WEAVES TOGETHER
FASHION AND MUSIC



CLEARLY GLOBAL VISION
REFLECTED THROUGH A
PARISIAN PRISM



MONOCHROME BUT
NEVER MONOTONE



EYEWEAR
AS COMPLETION OF THE BALMAIN LOOK

IN LINE WITH THE SINGULAR DNA AND EASILY RECOGNIZED CODES OF BALMAIN,

THE EYEWEAR COLLECTION REFLECTS THE

STRONG • AUDACIOUS • CONFIDENT SPIRIT

OF THE BALMAIN ARMY.

THE GOLD TOUCHES RECALL PIERRE BALMAIN'S SIGNATURE GOLDEN MEDALLIONS AND GILDED BUTTONS.
THE DETAILS AND HIGH LEVEL OF CRAFTSMANSHIP ECHO BALMAIN'S FAMED ATELIERS.

EASY-TO-IDENTIFY BRANDING AND HOUSE CODES

A VERY RECOGNISABLE LOGO

A CONTEMPORARY, CLEAN AND BOLD LOGO FOR BALMAIN, WHICH MANAGES TO RETAIN THE HERITAGE OF THE FRENCH HOUSE.

SIGNATURE MONOGRAM

THE MODERN VERSION OF THE BALMAIN MONOGRAM LOGO WHICH INCLUDES A CIRCLE SURROUNDING SERIF LETTERS “B” AND “P” TO SYMBOLIZE PARIS (THE BRAND’S HEADQUARTERS) AND PIERRE BALMAIN (THE BRAND’S FOUNDER). THE MONOGRAM IS WELL REPRESENTED IN THE EYEWEAR COLLECTION AS A BEAUTIFUL TITANIUM DETAIL

THE MEDALLION

THE FAMILIAR MEDALLION THAT GLITZES UP JACKETS AND JEANS ALIKE.

THE LABYRINTH PATTERN

INSPIRED BY THE INTRIGUING PATHWAYS WEAVING THROUGH THE MAZES OF FRANCE’S MOST BEAUTIFUL RENAISSANCE GARDENS, PIERRE BALMAIN’S MESMERIZING LABYRINTH PATTERN WAS FIRST INTRODUCED OVER FIFTY YEARS AGO.



















PRODUCED IN JAPAN

DISTRIBUTED FROM SWITZERLAND WORLDWIDE

BALMAIN EYEWEAR BY AKONI

IS POSITIONED IN THE PREMIUM SEGMENT

OF THE MARKET

BALMAIN EYEWEAR BY AKONI IS POSITIONED IN THE PREMIUM SEGMENT OF THE MARKET.
PRODUCT FEATURES ELEVATE THE COLLECTION ABOVE THE CATEGORY OF FASHION-BRANDED EYEWEAR.

SEASON AFTER SEASON, BOTH BALMAIN'S RUNWAY AND EYEWEAR COLLECTIONS CONSTANTLY REFERENCE THE HISTORIC HOUSE'S IMPRESSIVE HOME, PARIS.



MADE IN JAPAN BY EXPERT CRAFTSPEOPLE USING ONLY THE FINEST MATERIALS AND TIME-HONORED TECHNIQUES

TITANIUM FOR METAL PARTS

JAPANESE TITANIUM: STRONG, LIGHT & NON-REACTIVWE, IT'S THE IDEAL METAL FOR EYEWEAR. IT WON'T RUST, TARNISH OR CORRODE, AND IS HYPOALLERGENIC AND BIOCOMPATIBLE.



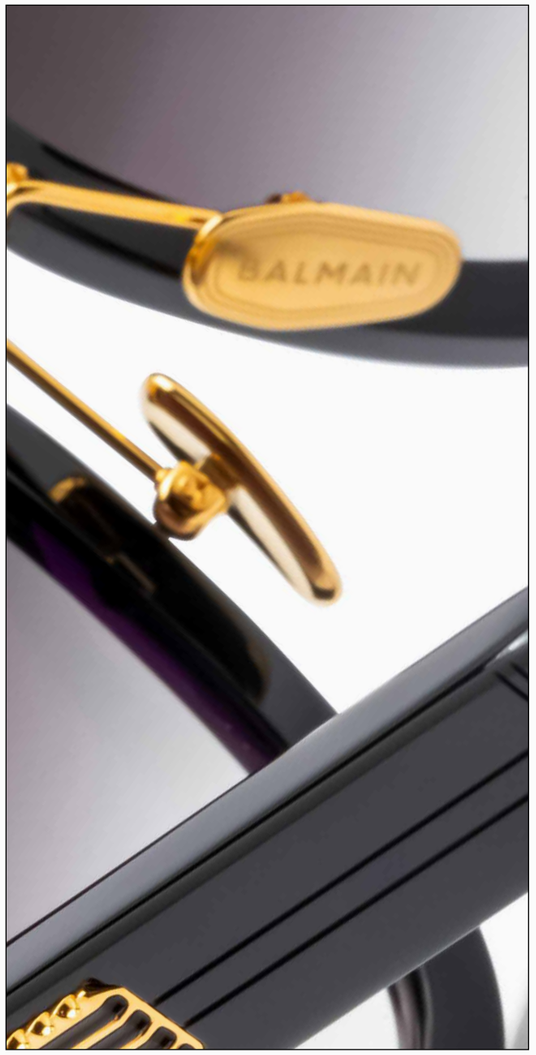
JAPANESE ACETATE

AN ORGANIC COTTON AND WOOL ACETATE. IT PRESENTS UNIQUELY RICH COLORS WITH UNRIVALED MATERIAL LONGEVITY AND FLEXIBILITY. EACH PIECE IS THEN HAND-FINISHED, PRODUCING A REMARKABLY TACTILE FEEL.



CERAMIC

NOSE PADS ON TITANIUM FRAMES ARE MADE FROM HYOPALLERGENIC CERAMIC.



SUN LENSES

HIGH CONTRAST, ANTI-REFLECTIVE, OIL RESISTANT COATINGS PROVIDE EXCEPTIONAL PROTECTION AGAINST UVA, UVB AND UVC SUNLIGHT.



BALMAIN EYEWEAR FULL COLLECTION

AVANT-GARDE



SOLDIER



CHEVALIER



PIERRE



MONSIEUR



MAJOR



PREMIER



BRIGADE VI



BRIGADE V



BRIGADE IV



BRIGADE III



BRIGADE I



BRIGITTE



B VII



FLÈCHE



B-ESCAPE



GENDARME



1914



OFFICIER



CAPTAINE



ADMIRABLE



TITAN



FIXE



LEGION IV



LEGION III



LEGION II



LEGION I



SAINT JEAN



MADAME

ICONIC



LE MASQUE



OLIVIER



ESPION LTD



WONDER BOY



WONDER BOY III



O.R.

ASPIRATIONAL



B-EYE



MAJESTIC



IMPERIAL



B-GRAND



B-MUSE



JOLIE

ENVIE

B VI

B V

B III

B II

B I

CROISSY

FORMEE

SENTINELLE IV

SENTINELLE III

SENTINELLE I

NEW RELEASES

BALMAIN AKONI GROUP

BALMAIN

PARIS



SPRING SUMMER 24

For Spring 2024, the Balmain Eyewear collection—just like the house's most recent Paris Fashion Week catwalks—draws inspiration directly from the rich archives of the house. Beginning with his very first presentation, in 1945, house founder Pierre Balmain continually relied on his architectural training to impart dramatic geometries, striking curves and an unparalleled sculptural spirit to his precisely tailored designs. Immediately hailed as a "New French Style," Monsieur Balmain's fresh and audacious vision pushed fashion into an entirely new direction—and it's that same timeless spirit and bold shapes that can be instantly recognized in this season's strongest eyewear silhouettes, including the B-Eye, Majestic and, perhaps most notably in the new Olivier frame, which was a key accessory on the Balmain Spring 2024 runway. Perfectly complementing those strands embodying an impressive Parisian heritage is the deft incorporation by Balmain Eyewear of the singular codes, icons and signatures of the modern Balmain. As names like Soldier, Espion and Chevalier make clear, the Spring 2024 collection looks to the inclusive, confident and rebellious spirit of today's Balmain Army for inspiration, creating compelling frames that are certain to be quickly adopted by the house's many red-carpet style ambassadors. In addition, Olivier Rousteing's enduring fascination with the powerful and mysterious beauty of Ancient Egypt—a theme that the designer has returned to several times over the last decade—is reflected in the collection's new Brown-Leather acetate tone, which channels the many deep bronze, khaki, raffia, caramel and cinnamon hues that have set apart recent runways.


OLIVIER
BPS-159B-42 / BRN-BRN / CAT 3
MADE IN JAPAN
BALMAIN
PARIS

OLIVIER

SS24

“OK, now, this... *this is fashion*!” exclaimed Olivier Rousteing, when he first slipped on the initial prototype of the Balmain Creative Director’s eponymous frame. That defining moment was the result of months of brainstorming, effort and meetings. Starting from the designer’s initial circle- meets-rectangle sketches, through riffs on French surrealist inspirations and experiments with signature elements of Balmain’s heritage, Rousting and the Akoni Group team managed to deftly utilize the heft of thick polished Japanese acetate to ultimately surprise with unexpected proportions. Echoing the spirit of Balmain’s precision-tailored “New French Style,” clean and sharp geometries immediately command attention, with the substantial temples set at oblique angles against the front of the frame, where perfectly rounded lenses are joined by a pyramidal nose bridge. Embossed with the house founder’s initials, squared rivets embellish both the front and temples. Color choices mirror familiar runway tonal pairings—a frame in classic Balmain black-and- gold sports grey lenses; a pristine white silhouette holds grey-to-clear degradé lenses, temples on rich brown designs intrigue with the addition of the recently re-issued classic alternating motif that Monsieur Balmain first introduced in the early eighties.



BPS-159A-42
Black - Gold w/ Dark Grey - AR



BPS-159B-42
Crystal Brown - Brown w/ Dark Brown AR





BPS-159C-42
White - Gold w/ Dark Grey to Clear - AR



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE
TEMPLE: JAPANESE ACETATE
SUN LENSES: 2-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 42 mm / BRIDGE 28 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

OLIVIER LTD

SS24

Building on Olivier Rousteing's Egyptian-inspired collections, a special limited-edition offering of 500 pieces, pairs an organically patterned Brown Leather Acetate with brown lenses.







LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE
TEMPLE: JAPANESE ACETATE
SUN LENSES: 2-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 42 mm / BRIDGE 28 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BPS-159D-42
Leather Brown - White Gold w/ Dark Brown to Light Brown - AR

BALMAIN

PARIS

SOLDIER

SS24

As its name makes very clear, this boldly oversized squared navigator builds directly upon the distinctive inclusive spirit of the modern Balmain Army, as well as the house's eight-decade history of incorporating the sleek lines of precise French military tailoring into the finest Parisian couture offerings. Relying on impeccable Japanese craftsmanship, the Soldier sets its lenses inside a duo frame that artfully melds a premium titanium inner-eye rim inside an outer rim crafted from the finest Japanese acetate. Singular luxury Balmain embellishments include hand-painted enamel motifs paired with an attention-grabbing, tactile repeating geometric titanium pattern, as well as additional pressed acetate detailing. As always, this timeless Balmain design is designed to endure, incorporating the qualities of tenacity, strength and security that help set apart today's Balmain Army. The Soldier is available in three distinct color combinations, all inspired by the most familiar tones of the house's runway offerings: Black/Gold, Black/Black and an eye-catching Brown/Rose Gold that riffs on Olivier Rousteing's acclaimed Egyptian-inspired collections.



BPS-160A-59
Black - Gold / Dark Grey to Clear - AR





BPS-160B-59
Black Crystal - Matte Black / Dark Grey to Light Grey - AR





BPS-160C-59
Crystal Brown - Brown Metal / Dark Brown - AR



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE & TITANIUM
TEMPLE: JAPANESE ACETATE & TITANIUM
SUN LENSES: 4-BASE HIGH CONTRAST C-39
SIZE: CALIBRO 59 mm / BRIDGE 21 mm / TEMPLE 140 mm
COUNTRY OF ORIGIN: JAPAN\\


BALMAIN
BALMAIN
PARIS


BALMAIN
PARIS

B-EYE

SS24

Just like Olivier Rousteing's most recent Paris Fashion Week runways, the Balmain Eyewear collections have been intensifying the focus on the distinctive heritage of the historic house, emphasizing the radically fresh and feminine outlook of Pierre Balmain's earliest couture offerings, whose "New French Style" helped to set midcentury luxury fashion upon an entirely new trajectory. The B-Eye clearly incorporates the founder's signature mastery of precise, architecturally inspired silhouettes, with the sculpted premium Japanese acetate giving a polished-yet-edgy, sensual spin to the timeless cat-eye, the most flattering of all feminine frames. The world's finest titanium allows for perfect jewel-like complements, with Balmain Eyewear's Japanese artisans crafting B-logoed titanium rivets, striking floating hinges and an eye-catching, front-of-frame, sleek gold accent. The B-Eye comes in four color combinations, including the rich new Balmain Brown Leather, channeling the recurring Egyptian inspirations that have set the house's catwalks apart in recent years.



BPS-156A-54
Black - Gold w/ Dark Grey - AR





BPS-156B-54
Crystal Grey - gold flakes - Gold
w/ Dark Grey to Light Grey - AR





BPS-156C-54
White - Gold w/ Dark Grey to Clear - AR





BPS-156D-54
Leather Brown - White Gold
w/ Dark Brown to Light Brown - AR



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE + TITANIUM DETAIL
TEMPLE: JAPANESE ACETATE
SUN LENSES: 2-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 54 mm / BRIDGE 18 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BALMAIN
PARIS



CHEVALIER

SS24

Chevalier, French for knight, is an apt name for this frame—for just like the most loyal of legendary knights, Balmain Eyewear has pledged itself to honor, celebrate and always remain true to a singular heritage. And this frame makes that commitment to the historic house of Balmain's transformative vision very clear. At first glance, the Chevalier may appear pared-down. But, as always with Balmain, one only needs to take the time to examine closely, in order to appreciate the house's famed passion for perfecting each and every luxury detail, no matter how small. The oval-shaped, Japanese-acetate frame holds a wealth of embellishments crafted from the finest Japanese titanium, including pressed patterns on the upper half-rim and a side-cap mesh patterns that replicate Balmain's iconic Labyrinth motif. It's clear that the Chevalier provides the shining armour needed to accessorize today's most fearless knights.



BPX-158A-48
Black - Gold





BPX-158B-48
Black Crystal - Matte Black





BPX-158C-48
Crystal Grey - White Gold



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE & TITANIUM
TEMPLE: JAPANESE ACETATE
LENSES: 4-BASE C-39
SIZE: CALIBRO 48 mm / BRIDGE 22 mm / TEMPLE 140 mm
COUNTRY OF ORIGIN: JAPAN


BALMAIN
PARIS

BALMAIN

PARIS

MAJESTIC

SS24

As sculptural, attention-demanding and powerfully transformational as an impeccably tailored Balmain jacket, the Majestic builds directly upon the Balmain Eyewear's popular B-Grand sunglass silhouette, helping ensure that the same unmistakable swagger can now be found amongst the house's optical selection. The Majestic's bold geometries channel the Balmain runway's strongest shoulders, and artisans have added the necessary Parisian luxury elements to the thick, smooth Japanese acetate, such as the signature Balmain Eyewear solid floating hinge that joins the architectural front and temples. There's also an array of Japanese titanium embellishments that underline the house's famous attention to perfecting the smallest details, including B-logoed rivets, sleek accents set at the exact center of that impressively straight browline and floating core temples, which are visible in the Majestic's crystal brown and crystal grey tones.



BPX-161A-54
Black - Gold





BPX-161B-54
Chrystal Brown - Brown





BPX-161C-54
Crystal Grey - White Gold



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE AETATE & TITANIUM DETAIL
TEMPLE: JAPANESE ACETATE
LENSES: 4-BASE C-39
SIZE: CALIBRO 54 mm / BRIDGE 20 mm / TEMPLE 145 mm
COUNTRY OF origin: JAPAN\



BALMAIN

PARIS

ESPION LTD

SS24

Evoking the daring exploits of clandestine spies and stealthy cat-burglars, it's easy to see how the edgy, mask-like Espion was originally designed for the many Balmain VIPs who wish to continue on, undetected, as they make their way past paparazzi, gogglers and curious bystanders. Like the finest Balmain runway pieces, this oversized, wrap-around frame deftly melds the house's essential luxe and sport essences into one singular creation—a singular silhouette that is both disruptive and memorable. Balmain Eyewear's artisans have crafted several impressive, one-of-a-kind touches for the mask-like frame, including solid floating hinges to attach the temples and a removable and interchangeable nose piece. True to its VIP positioning, the Espion is presented in a special luxury packaging — and each of the trio of distinctive color options (Black/Gold/Grey, White/Gold/Grey and Crystal Brown/Brown/Silver-Flash Mirror) is an extremely limited-edition offering: there are only 300 frames available for each of the three distinct tonal choices.



BPS-157A-138
Black - Gold w/ Dark Grey - Black Flash Mirror – AR





BPS-157B-138
Crystal Brown - Brown w/ Dark Brown -
Silver Flash Mirror – AR





BPS-157C-138
White - Gold w/ Dark Grey – AR



LIMITED EDITION
300 NUMBERED PIECES
WORLDWIDE

TECHNICAL SPECIFICATIONS:
FRAME: POLYAMIDE INJECTION
TEMPLE: CELLULOSE PROPIONATE INJECTION
REMOVABLE NOSE: RUBBER
SUN LENSES: 6-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 138 mm / TEMPLE 118 mm
COUNTRY OF origin: JAPAN

DEDICATED ESPION PACKAGING

















BALMAIN

PARIS

LE MASQUE

SS24 COLOR REFRESH

Channeling the extravagant spirit of Versailles' most glorious masquerade balls—when camouflage, cloaks and concealment succeeded in transforming everyday court life by dialing up sensual excitement to the max— Balmain Eyewear's latest evolution of the now-iconic Wonder Boy frame, Le Masque, gives a decidedly modern twist to the power of a perfectly crafted, mysterious shield. Le Masque's Japanese Titanium frames sport enamel embellishments, as they smoothly curve to follow the contours of the face. The impressive nylon lenses and striking side shields adopt the latest Balmain Runway color combinations, as well as new spins on the historic Labyrinth motif.
For Spring 2024, this recognizable silhouette has been given a new striking brown tone that captures the powerful spirit of some of Olivier Rousteing's most acclaimed recent Paris-Fashion-Week presentations, with their focus on the beauty of desert landscapes and rich traditions of ancient Egypt.





BPS-146E-147
Brown - Crystal Brown w/ Medium Brown - AR

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE ACETATE & TITANIUM
SUN LENSES: 3-BASE NYLON
SIZE: CALIBRO 147 mm / TEMPLE 142 mm
COUNTRY OF origin: JAPAN

LE MASQUE

Channeling the extravagant spirit of Versailles' most glorious masquerade balls—when camouflage, cloaks and concealment succeeded in transforming everyday court life by dialing up sensual excitement to the max—Balmain Eyewear's latest evolution of the now-iconic Wonder Boy frame, Le Masque, gives a decidedly modern twist to the power of a perfectly crafted, mysterious shield. Le Masque's Japanese Titanium frames sport enamel embellishments, as they smoothly curve to follow the contours of the face. The impressive nylon lenses and striking side shields adopt the latest Balmain Runway color combinations, as well as new spins on the historic Labyrinth motif, which premiered over fifty years ago in Monsieur Balmain's couture collections. One particularly eye-catching Le Masque option—a shimmering Gold-Flash Mirror design—makes the line's connection to the French Renaissance court as clear as possible, with its extraordinary Roi Soleil brilliant shine. Act quickly. That special gilded frame is an extremely limited-edition design and is restricted to only 500 numbered frames.





BPS-146A-147
Gold - Black w/ Shield: Dark Grey - AR Side Shield: Clear - AR





BPS-146B-147
Matte Black - Black Crystal w/ Shield: Dark Grey - Black Flash Mirror - AR Side Shield: Dark Grey - Black Flash Mirror - AR





BPS-146C-147
Rose Gold - Brown Swirl w/ Shield: Dark Brown - Black Flash Mirror - AR Side Shield: Dark Brown - Black Flash Mirror - AR

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 147-142
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 3-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

LE MASQUE LTD

Gold mirror







LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 147-142
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 3-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

BPS-146D-147
Gold - Crystal Grey with Gold Flakes w/ Shield:
Amber - Gold Flash Mirror - AR Side Shield:
Amber - Gold Flash Mirror - AR

BALMAIN AKONI GROUP


IMPERIAL
BPS-145F-53 / BRN-BRN / CAT 3
MADE IN JAPAN CE
BALMAIN
BALMAIN
PARIS

IMPERIAL

SS24 COLOR REFRESH

The dazzling architectural and design styles associated with the Second Empire of Napoleon III seem to be inescapable in Paris, with that era's famous boulevards and impressive avenues helping to create the city's legendary beauty. And those beautiful surroundings, unsurprisingly, have had a powerful effect on Pierre Balmain and Olivier Rousteing's parallel design visions. For the Imperial collection of frames, Rousteing riffs on Paris' distinctive elegance, opting for boldly sculptured geometries that echo the awe-inspiring perspectives of the French capital. Familiar symbols of the house are also referenced, including the iconic Balmain linked chain, often spotted on the house runways and originally inspired by the traditional motifs of French silk scarves.

For Spring 2024, inspired by the captivating arid-stylings of Olivier Rousteing's recent Egyptian-inspired runways, the Imperial's new brown-leather acetate frame is paired with complementary brown lenses.





BPS-145F-53
Leather Brown - Brown w/ Dark Brown to Light Brown - AR

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE
TEMPLE: JAPANESE ACETATE & TITANIUM
SUN LENSES: 4-BASE HIGH CONTRAST C-39
SIZE: CALIBRO 53 mm / BRIDGE 17 mm / TEMPLE 143 mm
COUNTRY OF ORIGIN: JAPAN


BALMAIN
BALMAIN by ARNONE GROUP
PARIS
BALMAIN
PARIS

IMPERIAL

The dazzling architectural and design styles associated with the Second Empire of Napoleon III seem to be inescapable in Paris, where the famous boulevards and impressive avenues, help to create the city's legendary beauty. And those beautiful surroundings, unsurprisingly, have had a powerful effect on Pierre Balmain and Olivier Rousteing's complementary design visions. For his new Imperial collection of frames, Rousteing riffs on Paris' distinctive elegance, opting for bold sculptured geometrical fronts that echo the awe-inspiring perspectives of the French capital. Familiar golden symbols of the house are also referenced, as the iconic Balmain linked chain, often spotted on the house runways, and originally inspired by the traditional motifs of French silk scarves.



BPS-145A-53
Black - Gold w/ Dark Grey - AR



BPS-145B-53
Red Swirl - Gold w/ Dark Grey to Light Grey - AR



BPS-145C-53
Grey Crystal with Gold Flakes - Gold w/ Dark Grey - White Gold Flash - AR



BPS-145D-53
Cloudy Amber - Gold w/ Dark Brown to Amber - AR



BPS-145E-53
Matte White - Yellow Gold w/ Dark Brown to clear Lenses - AR











FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 53/17-143
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 4-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN



BALMAIN

PARIS

PIERRE

SS24 COLOR REFRESH

Originally trained as an architect, Pierre Balmain's early mastery of the principles of engineering made possible his life-long passion for the boldest possible sculptural constructions. Inspired by that unmatched flair in elegantly balancing style and structure, the Pierre expertly melds together Japan's finest titanium and acetate to create striking temples that are fused to powerful floating lenses. The frame's deftly balanced mix of inspirations from Parisian couture and architectural flair perfectly mirrors the distinctive genius of Pierre Balmain.
One of Balmain Eyewear's best-selling optical styles, the Pierre is now available in a sunglass version, with three colorways: gold/black with dark-grey lenses; white gold/crystal grey with dark-grey to blue degradé lenses; gold/crystal brown with amber to bronze mirror degradé lenses.



BPS-150E-53
Gold - Black w/ Dark Grey - AR





BPS-150F-53
White Gold - Crystal Grey
w/ Dark Grey to Blue - AR





BPS-150G-53
Gold - Crystal Brown w/ Amber -
Bronze Mirror - AR



TECHNICAL SPECIFICATIONS:
FRAME: RIMLESS
TEMPLE: JAPANESE ACETATE & TITANIUM
NOSE BRIDGE: JAPANESE TITANIUM
HINGE: TITANIUM W/THEREADED TUBE SCREW SYS˚
SUN LENSES: 4-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 53 mm / BRIDGE 19 mm / TEMPLE 140 mm
COUNTRY OF ORIGIN: JAPAN



BALMAIN

PARIS

PIERRE

Originally trained as an architect, Pierre Balmain's early mastery of the principles of engineering made possible his life-long passion for the boldest possible sculptural constructions. Inspired by that unmatched flair in elegantly balancing style and structure, the new Pierre expertly melds together Japanese Titanium and Acetate to create striking temples that are fused to powerful floating lenses. The frame's deftly balanced mix of inspirations from Parisian couture and architectural flair perfectly mirrors the distinctive genius of Pierre Balmain and the color combinations—black and gold, black and chocolate, silver and blue—riff on some of house founder's favorite mixes. One special Pierre frame, relying on a luxurious white gold-genuine buffalo horn blend and real gold plated titanium, is offered in a very limited-edition of 200 numbered frames.





BPX-150A-53
Gold - Black





BPX-150B-53
Black Rhodium - Brown Swirl





BPX-150C-53
Brushed Silver - Blue Swirl

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 53/19-140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 4-BASE, CR-39
COUNTRY OF ORIGIN: JAPAN

BALMAIN

PARIS

B-GRAND

As the name makes clear, the shield design relies on an audacious, oversized silhouette. In addition, the thick geometric frames, crafted from the finest Japanese acetate, build directly upon the distinctive personal style of Balmain Creative Director Olivier Rousteing. Inside a sleek linear accent cut into the center of the straight-browline frame, a signature Balmain golden touch gleams brightly—and the B-Grand's floating hinges offer an eye-catching gilded echo.





BPS-144A-57
Black - Yellow Gold w/
Dark Grey to Clear -AR





BPS-144B-57
Blue Swirl - Yellow Gold w/ Dark Grey to Light
Blue - AR





BPS-144C-57
Crystal Chocolate Brown - Yellow Gold w/
Dark Brown to Clear - AR

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE + TITANIUM DETAILS
TEMPLE: JAPANESE ACETATE
SUN LENSES: 4-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 57 mm / BRIDGE 14 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BALMAIN

PARIS

B-GRAND LTD

For a special B-Grand limited-edition of only 500 frames, dark grey, blue swirl and black rhodium complement the rich matte black that has long been a favorite color of Olivier Rousteing, due to its links to both Parisian luxury and rebel bikers. In addition, the house's signature the golden embellishments have been replaced with an impressive duo of raven-toned ornaments.







BPS-144D-57
Matte Black - Black Rhodium w/ Dark Grey - AR

LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE + TITANIUM DETAILS
TEMPLE: JAPANESE ACETATE
SUN LENSES: 4-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 57 mm / BRIDGE 14 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BALMAIN AKONI GROUP

BALMAIN

PARIS

BALMAIN

PARIS

B-MUSE

When Olivier Rousteing designs dazzling red-carpet gowns and concert-tour ensembles for today's biggest global superstars, he's building directly upon a celebrated heritage. Pierre Balmain also dressed the most important singers, actors and celebrities of his day. And for those two designers and their impressive list of muses, the energy has clearly flowed in both directions, with many of the house's pioneering collections directly influenced by the talent, power and beauty of the modern age's most celebrated legends. Balmain's long association with inspiring legends is channeled into the new B-Muse sculpted Japanese acetate frame. Its subtle cat-eye silhouette reflects the sensual, feminine and alluring spirit of the powerful goddesses who have shaped both Balmain and all areas of modern culture. Signature house golden embellishments adorn the front frame and its solid floating hinges, while gilded emblems— the modern Balmain monogram and logo—are set at both ends of the temple.





BPS-151A-55
Black - Yellow Gold w/
Dark Grey to Clear -AR





BPS-151B-55
Red Swirl - Yellow Gold w/
Dark Rose to Light Rose - AR





BPS-151C-55
Cloudy Nude - White Gold w/
Medium Brown - AR

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE ACETATE + TITANIUM DETAILS
TEMPLE: JAPANESE ACETATE
SUN LENSES: 4-BASE HIGH CONTRAST CR-39
SIZE: CALIBRO 55 mm / BRIDGE 16 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN



BALMAIN

PARIS

BALMAIN

PARIS

MAJOR

As its title makes clear, the Balmain Major has achieved high rank. The geometric shield, with its straight browline and powerful-yet-featherweight Japanese titanium frame, displays a pair of special temple ornaments: eye-catching, tactile chains crafted in yellow and rose gold, as well as one special jet-black design. These embellishments were inspired by aiguillettes, a distinctive type of military gilded cords, which have adorned high-ranking French uniforms since the Renaissance. A symbol of great honor, awarded for only the most impressive of accomplishments, the dress-uniform cords have served to recognize great loyalty for centuries. Balmain Eyewear has adapted this singular emblem of fidelity as a mark of adherence to the inclusive and progressive values shared by all members of the Balmain Army.

Major's color choices look to Balmain's heritage, with designs incorporating the greys of Pierre Balmain's port-war couture collections, the dark browns dominating Olivier Rousteing's recent Egyptian-inspired runways and, of course, the matte-black tones which have a special importance for the house, due to the color's distinct connections to both couture elegance and biker rebelliousness.



BPS-147A-142
Yellow Gold w/ Dark Grey - AR



BPS-147B-142
Matte Black w/ Dark Grey -
Black Flash Mirror - AR





BPS-147C-142
Rose Gold w/ Dark Brown -
Black Flash Mirror - AR



TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE TITANIUM
SUN LENSES: MULTI-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 142 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BALMAIN

PARIS

MAJOR LTD

Gold mirror

Golden touches capture the eye, just as they've done on every Balmain runway since 1945. And, for those Balmain Army members in need of more than ro-se-gold or yellow-gold embellishments on the front and temples, there is a special total-gold Major frame. This one-of-a-kind design, limited to just 500 frames, makes clear that Olivier Rousteing, just like Pierre Balmain before him, has been constantly inspired by the gilded touches finishing off Paris' legendary landmarks.







BPS-147D-142
Yellow Gold w/ Amber –
Gold Flash Mirror - AR

LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

TECHNICAL SPECIFICATIONS:
FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE TITANIUM
SUN LENSES: MULTI-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 142 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN


BALMAIN
PARIS


PREMIER
TITANIUM
BALMAIN
PARIS

PREMIER

In 1945, Pierre Balmain changed fashion history. The young designer, taking an audacious gamble on the promise of post-Liberation new beginnings, established his eponymous house. on one of Paris' most impressive streets: at 44 rue François Premier, located in the heart of the legendary "Golden Triangle" luxury neighborhood. The impressive Haussmannian lines of Balmain's storied flagship have inspired the silhouette of this elevated navigator style, which is set apart by its distinctive double-bar nosebridge. Fittingly, several signature Balmain embellishments enrich the design, including a lasered logo and the historic Labyrinth pattern, which covers the sleek side-caps.



BPS-155B-61
Rose Gold - Brown Enamel -
w/ Dark Chocolate Brown to Clear w/ Full Black
Mirror Lenses - AR



BPS-155A-61
Yellow Gold - Black Enamel - w/
Dark Grey to Light Grey - AR

FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE TITANIUM
SUN LENSES: 2-BASE HIGH CONTRAST C-39
SIZE: CALIBRO 61 mm / BRIDGE 13.5 mm / TEMPLE 141.5 mm
COUNTRY OF ORIGIN: JAPAN



BALMAIN

PARIS

PREMIER LTD

Gold mirror

The Premier’s temples are embellished with latest code for the Balmain Army: eye-catching, tactile golden chains inspired by French military aiguillettes (the distinctive gilded cords that have adorned the country’s highest-ranking dress uniforms for centuries). If the golden-cord embellishments are not enough, the Premier is also available in an all-gold frame, which manages to inject even more swagger into the striking design.







LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE TITANIUM
SUN LENSES: 2-BASE HIGH CONTRAST C-39
SIZE: CALIBRO 61 mm / BRIDGE 13.5 mm / TEMPLE 141.5 mm
COUNTRY OF ORIGIN: JAPAN

BPS-155C-61
Light Yellow Gold - w/Brown –
Gold Mirror Lenses – AR


53 18 145
BALMAIN
PARIS

MONSIEUR

Whenever Olivier Rousteing and other members of the Balmain family reference the house founder, they steer clear of an informal tone—since respect is, of course, due to the trailblazing founder of one of Paris' most historic houses. That's reflected in the repeated use of the honorific—for, at 44 rue François Premier, they're definitely not on a first-name basis. It's Monsieur Balmain, thank you. That aura of earned reverence was the starting point for this oval optical design's striking rimless silhouette, which stands apart due to impressive artisanal embellishments, including tactile lines pressed into the Japanese titanium, rivets embellishing the top and bottom of each lens, and titanium mesh side caps that have been lasered with the house's historic Labyrinth logo. Overall, the design honors an authentic and enduring heritage, but make no mistake: this timeless style is a homage to an O.G.—not old-school—house founder.



BPS-153A-53
Yellow Gold - Black w/ Dark Grey - AR





BPS-153B-53
Rose Gold - Bone w/ Dark Chocolate Brown - AR





BPX-153C-53
Yellow Gold - Medium Brown Swirl





BPX-153D-53
White Gold – Crystal Grey



FRAME: JAPANESE TITANIUM
TEMPLE: JAPANESE ACETATE WITH TITANIUM DETAILS
SUN LENSES: 4-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 53 mm / BRIDGE 18 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BALMAIN

PARIS


BALMAIN
BALMAIN
PARIS

OFFICIER

“Before we even started on our version of a navigator, I needed to be sure that we could adapt the classic style in a way that would make it completely Balmain,” notes Olivier Rousteing. “Working closely with the talented Akoni team, I’m confident in saying that we were able to do exactly that with our new Officier frame.” The Officier pushes the navigator’s familiar squared-off silhouette to new limits, while adding side embellishments that recall Rousteing’s fascination with Versailles’ expert detailing. The sleek side shield and strong brow bar impart the confident swagger that one expects from Balmain Army members.



BPS-108A-58

Gold, Dark Crystal Grey and Black Frame w/ Dark Grey to Light Grey AR Lenses





BPS-108B-58

Black Palladium and Crystal Grey Frame w/ Dark Grey
and White Gold Flash Mirror AR Lenses





BPS-108C-58

Black Rhodium, Dark Crystal Brown and Dark Brown Swirl Frame
w/ Dark Brown to Light Brown AR Lenses





BPS-108E-58

Rose Gold - Matte Black w/Dark Grey to Light Grey Lenses - AR



FRAME: TITANIUM (FRONT FRAME)
CELLULOSE PROPIONATE (LENS RIM INSERTS)
JAPANESE ACETATE (TEMPLES)
SIZE / DIMENSION: 58/18-140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
SUN LENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

BALMAIN

PARIS

O.R.

Continually pushing envelopes, Balmain Creative Director Olivier Rousteing references the best of the Parisian house's incredible archives and relies on the singular savoir-faire of its talented artisans, as he shakes things up in luxury fashion. That's Akoni's M.O., as well. Based in Lugano, designed in Los Angeles and produced in Japan, Akoni relies on a global team of crafts- men to create the type of eyewear that aligns perfectly with a thoroughly mod- dern-yet-historic house like Balmain. These eyeglas- ses, with mesh metal sidepieces referencing the ste- ampunk silhouette, underline Akoni's determination to rely on tradition and classic design to fashion bold, sophisticated and modern pieces for those men and women who never pass by unnoticed.



BPS-104A-59
Gold and Black Frame, Gold Side Shields w/ Dark Grey to Clear AR Lenses





BPS-104B-59
Black Palladium and Matte Black Frame, Silver Side Shields) w/ Dark Grey AR Lenses





BPS-104F-59
Rose Gold - Matte Black w/ Dark Grey to Light Grey - AR



FRAME: TITANIUM W/ POLYAMIDE NOSE PIECE AND HOOD, STAINLESS STEEL SIDE PIECES
SIZE / DIMENSION : 59/16-140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLE TIPS: CELLULOSE PROPIONATE W/ TITANIUM TEMPLE TIP LOGO
LENSES: HIGH CONTRAST CR-39 WITH THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

BALMAIN

PARIS

CAPITAINE

Capitaine, Balmain Eyewear's premiere Aviator style, clearly builds upon the spirit of some of Olivier Rousteing's most essential collections—those that channel the spirit of bold nomads, daring pilots and intrepid explorers. While it may be riffing on one of the most traditional of frame styles, the Capitaine definitely shakes things up a bit by omitting the nose bridge and adding two small golden discs stamped with the Balmain monogram to the oversized lenses. Color choices reflect Balmain's distinctive DNA, with signature gold, blue and brown tones paired with Japanese acetate. Akoni's craftsman have relied on striking tortoiseshell, bone and cracked-leather treatments, allowing each distinct Capitaine option to recall a key Balmain runway moment and helping to make this one of the favorite choices for Balmain's many celebrity followers.



BPS-125A-62
Gold - Black w/ Dark Grey to Clear - AR





BPS-125B-62
White Gold - Dark Brown Swirl w/ Dark Brown to Clear - AR





BPS-125C-62
White Gold - Bone w/ Brown - Gold Mirror - AR





BPS-125D-62
Yellow Gold - Crystal Grey
w/Amber w Bronze Mirror - AR





BPS-125E-62
Rose Gold - Matte Crystal Brown w/Dark Chocolate Brown
w/ Black Mirror Flash Lenses – AR



FRAME: TITANIUM (front frame) SIDE SHIELDS:BETA TITANIUM
TEMPLES: JAPANESE ACETATE
HINGE: TITANIUM w/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC w/BETA-TITANIUM NOSE PAD ARMS
SUNLENSES: 2-BASE NYLON W/ THREE LAYER
ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

BALMAIN

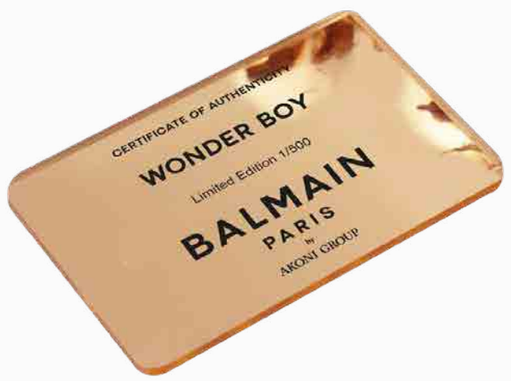
PARIS


BALMAIN
PARIS
BALMAIN
PARIS

WONDERBOY #M LTD

Akoni's design team and Olivier Rousteing were determined to draw upon the library of distinctive Balmain codes for this striking edition of the Wonder Boy. And, to make this offering even more special, they've added one incredible final touch to the design, covering the side shields with a skilled engraving of Balmain's striking Labyrinth pattern. That maze-inspired intricate blend of P and B initials was first introduced by Pierre Balmain 50 years ago and it was recently revamped and re-released by Olivier Rousteing as part of recent celebrations marking two important dates: the 75th anniversary of the founding of the house and the 10th anniversary of Olivier Rousteing's first Balmain runway. For 2023, this popular silhouette channels the latest Paris Fashion Week runway colors, with the rose-gold, chocolate-brown, black and brown tones recalling the inspirations that Olivier Rousteing drew from Egyptian splendors and North African landscapes.







LIMITED EDITION
500 NUMBERED PIECES
WORLDWIDE

TECHNICAL SPECIFICATIONS:
FRAME: TITANIUM
TEMPLE: TITANIUM
SUN LENSES: 2-BASE HIGH CONTRAST NYLON
SIZE: CALIBRO 146 mm / TEMPLE 145 mm
COUNTRY OF ORIGIN: JAPAN

BPS-102M-146
Rose Gold - Matte Crystal Brown w/
Chocolate Brown to Clear w Black Mirror Flash
Lenses - AR

BALMAIN AKONI GROUP


BALMAIN
PARIS

WONDER BOY III

The third edition of these iconic shield frames continues to incorporate the latest trends from Balmain's offerings, while pushing the envelope by adapting impressive breakthroughs in eyewear engineering. With a slickly modern structural twist, the Akoni Group team and Olivier Rousteing have topped off the Wonder Boy III with a new protruding lens visor, constructed from the finest Japanese titanium, allowing for an even more powerful silhouette.

Any true Balmain Army member can quickly recognize the singular amplified spirit and iconic color choices of the house—but if you need any more hints of the provenance of the Wonder Boy, the striking side shields, covered with the unmistakable pattern of the historic Balmain Labyrinth motif, make it very clear that this is a Balmain design. Colors are key. The black and gold options channel iconic colors of the house and a new striking red-mirrored design reflects the bold spirit of some of the most important recent designs that Rousteing has sent down the runway.





BPS-127A-145
Gold - Black w/ shield: Dark Grey - Black Flash Mirror - AR
visor & side shield : Dark Grey-AR





BPS-127B-145
Gold - Grey Crystal with Gold Flakes w/ shield: Amber - Bronze Mirror - AR
visor & side shield : Amber - Bronze Mirror - AR





BPS-127C-145
Gold - Red Swirl w/ shield: Dark brown - Red Mirror - AR
visor & side shield: Dark Brown - Red Mirror - AR

FRAME : TITANIUM
SIZE / DIMENSION : 145/145
NOSE PADS : CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: TITANIUM - 6MM JAPANESE ACETATE
SUNLENSES : 3-BASE NYLON W/ THREE LAYERS
ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN : MADE IN JAPAN



BALMAIN
PARIS

TITAN

Intent on ensuring that this frame design reflected the inherent gravity, strength and power of a distinguished titan, Olivier Rousteing and AKONI GROUP's design team melded the house's familiar Balmain biker and rock styling with imposing architectural lines, drawn directly from the remarkable silhouette of the legendary Villa Balmain. That stunning structure, constructed by Pierre Balmain, is considered a mid-century masterpiece—and its unconventional spirit can be seen reflected in the Titan frame's unique contrast between the curved front and the strict, straight temples, which intricately weave together the finest acetate and titanium from Japan. Pierre Balmain strongly believed that including architectural elements in his designs helped to set apart Balmain, making each creation timeless—and the Titan frame demonstrates the continuing strength of his belief.





BPS-139A-59
Gold - Black w/ Dark Grey - AR





BPS-139B-59
Black Rhodium - Brown Swirl w/ Dark Brown to Light Brown - AR





BPS-139C-59
Brushed Silver - Blue Swirl w/ G-15 - Blue Mirror - AR

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 59/18-130
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 6-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

BALMAIN

PARIS

ADMIRABLE

Riffing on the distinctive power and grace of the impressive shoulders that help to set apart the Olivier Rousteing's perfectly tailored jackets on the catwalk, Balmain Eyewear's Admirable pairs powerful Japanese titanium rims with a dynamic, wing-like extruding acetate frame, in order to create a new, yet easily recognized, silhouette that perfectly channels the bold movement and audacious geometry of the finest Balmain tailoring. Continuing the runway theme, the Admirable color combinations look to some of Rousteing's favorite tonal combinations. There's the iconic Balmain black-and-gold pairing, of course. A crystal-and-gold mix highlights the impressive savoir-faire behind the frame construction and a chic bone option replicates the house's many plays on the striking gold-and-white interiors of Versailles interiors.



BPS-130A-52
Black - Gold w/ Dark Grey - AR





BPS-130B-52
Grey Crystal w/ Gold Flakes - Gold w/ Dark Grey - White Gold Flash - AR





BPS-130C-52
Bone - White Gold w/ Dark Brown to Clear - AR



FRAME: TITANIUM/CELLULOSE PROPIONATE
SIZE / DIMENSION: 52/20-142
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: 6MM JAPANESE ACETATE
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/
THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

ADMIRABLE

Riffing on the distinctive power and grace of the impressive shoulders that help to set apart the Olivier Rousteing's perfectly tailored jackets on the catwalk, Balmain Eyewear's Admirable pairs powerful Japanese titanium rims with a dynamic, wing-like extruding acetate frame, in order to create a new, yet easily recognized, silhouette that perfectly channels the bold movement and audacious geometry of the finest Balmain tailoring. Continuing the runway theme, the Admirable color combinations look to some of Rousteing's favorite tonal combinations. There's the iconic Balmain black-and-gold pairing, of course. A crystal-and-gold mix highlights the impressive savoir-faire behind the frame construction and a chic bone option replicates the house's many plays on the striking gold-and-white interiors of Versailles interiors.



LIMITED EDITION
300 NUMBERED PIECES
WORLDWIDE

FRAME: TITANIUM/CELLULOSE PROPIONATE
SIZE / DIMENSION: 52/20-142
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: 6MM JAPANESE ACETATE
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/
THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN



BPS-130D-52
Matte Black - Rose Gold w/ Dark Rose to Light
Rose Polar Lenses - AR

BALMAIN AKONI GROUP



BALMAIN

PARIS

B-ESCAPE

Pierre Balmain was constantly booking exotic “escapes,” jetting off for extensive journeys to all parts of the globe, reflecting his lifelong passion for foreign lands and feeding his constant hunger for new inspirations and fresh ideas. Olivier Rousteing recently highlighted that uniquely powerful house heritage, with a Paris Fashion Week “Air Balmain” presentation, which was built upon the power and liberation of flying off to exotic locales and unknown destinations. For the B-Escape frame, Rousteing continues to riff upon that singular breaking-away strand of the Balmain DNA, with a silhouette that is clearly built for speed. The featherweight curved acetate frame’s sporty lines channel daredevil Grand Prix and downhill racers, with the tactile pressed lines adding to the impression of unstoppable forward velocity. Color choices play with Rousteing’s favorite tonal combinations—ranging from the always-present Balmain golden options to sleekly modern Parisian greys and a powerful white frame channeling the ‘70s couture spirit of the latest Paris presentation.





BPS-143A-62
Black Crystal - Gold w/ Dark Grey to Clear - AR





BPS-143B-62
Brown Swirl - White Gold w/ Dark Brown to Light Brown - AR



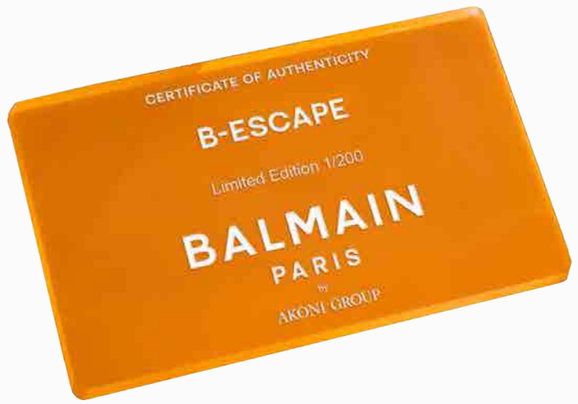


BPS-143C-62
Crystal Grey - Gold w/ Dark Grey - White Gold Flash Mirror - AR

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 62/12-118
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 8-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

B-ESCAPE LTD

Drawing upon the arid tones seen in Rousteing's beloved Egyptian-themed designs, a special orange B-Escape frame comes in an extremely limited edition of 200 designs.





LIMITED EDITION
200 NUMBERED PIECES
WORLDWIDE

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 62/12-118
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 8-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

BPS-143D-62
Crystal Orange - Gold w/ Dark Brown to Light Brown - AR

BALMAIN AKONI GROUP

B-ESCAPE LTD

Drawing upon the arid tones seen in Rousteing's beloved monotone-french designs, a special white B-Escape frame comes in an extremely limited edition of 300 designs.





LIMITED EDITION
300 PIECES WORLDWIDE

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 62/12-118
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 8-BASE, 3 CAT, HIGH CONTRAST CR-39
COUNTRY OF ORIGIN: JAPAN

BPS-143E-62
Matte White - Yellow Gold w/ Dark Brown to Light Brown Lenses - AR

BALMAIN

PARIS

FLÈCHE

Sometimes, you just need to shake things up a bit. Or maybe a lot. Since 1945, Balmain has been surprising critics with bold and unexpected takes on luxury and design—and Olivier Rousteing is determined to continue building upon that distinctive legacy. “Part of designing for the 21st-Century Balmain is ensuring that my collections reflect how my generation actually wants to dress today,” explains Olivier Rousteing. “That’s why my runways are constantly melding universes together in unexpected ways—with the house’s most rebellious biker jackets paired with ethereal couture gowns, and street- and sport-influences rejiggered to adopt a unmistakable Parisian luxury slant.” The new FLÈCHE design—clearly the star of Balmain Eyewear’s latest collection—builds directly upon the house’s singular history of consistently disrupting the status quo, with Rousteing working closely with the Akoni team to perfect an avant-garde, luxury-yet-sporty, sculptured wrap silhouette, whose striking iridescent sheen is deftly finished off by an equally attention-grabbing, enamel- or matte-coated Japanese titanium frame. Straight temples and nose pads are crafted in rubber, for a comfortable snug fit, perfect for sports—or just sporty ensembles. FLÈCHE’s color choices reflect Rousteing’s favorite runway tones.





BPS-138A-141

Gold - Black Enamel - Matte Black w/ Dark Grey - Black Flash Mirror - AR





BPS-138B-141

Gold - Bone Enamel - Matte Bone w/ Amber - Bronze Mirror - AR





BPS-138C-141

Gold -Matte Gold - Matte Red w/ Dark Brown - Red Mirror - AR

FRAME: NYLON SHIELD / TITANIUM / RUBBER TEMPLE
SIZE / DIMENSION: 141-118
SUNLENSES: High contrast CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

FLÈCHE

The new FLÈCHE E design builds directly upon the house's singular history of consistently disrupting the status quo, to perfect an avant-garde, luxury-yet-sporty, sculptured wrap silhouette, whose striking iridescent sheen is deftly finished off by an equally attention-grabbing, Japanese titanium frame. Straight temples and nose pads are crafted in rubber, for a comfortable snug fit, perfect for sports—or just sporty ensembles.
And, just like the finest jewelry, it was only possible to produce the special FLÈCHE E frames in a very limited number. Destined to become a collector's piece, each of the 130 Black palladium FLÈCHE E designs comes numbered with an authenticated, individual number.



LIMITED EDITION
130 NUMBERED PIECES
WORLDWIDE

FRAME: NYLON SHIELD / TITANIUM / RUBBER TEMPLE
SIZE / DIMENSION: 141-118
SUNLENSES: High contrast CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN





BPS-138E-141
Black Palladium - Dark Grey
w/ Grey Mirror - AR

BALMAIN AKONI GROUP


BALMAIN
PARIS
BALMAIN
PARIS

GENDARME

The collection’s new Gendarme range of frames also riffs on the Wonder Boy silhouette. “I worked closely with the Akoni design team to create a new type of aviator—one that is clearly a cousin of the Wonder Boy,” explains Rousteing. “We managed to square off the Wonder Boy silhouette, splitting the signature front shield into two lenses that square up the navigator’s traditional tear-drop shapes.” And those lenses’ light tints deftly channel the same pastel tones that form a key part of Rousteing’s latest runway offerings.
The pastels, notes the designer, seem perfectly paired with the Gendarme’s overall feeling of exceptional lightness.



BPS-109A-66
Gold, Black Rhodium and Black Frame w/ Amber AR Lenses





BPS-109C-66
White Gold and Bone Frame w/ Medium Brown AR Lenses





BPS-109D-66
Gold - Black w/ Dark Grey to Clear - Black Flash Mirror - AR



FRAME: TITANIUM W/ DUAL TONE PLATING - JAPANESE ACETATE (TEMPLE TIPS)
SIZE / DIMENSION: 66/10-145
HINGE: TITANIUM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
SUN LENSES: 2-BASE NYLON W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN



BALMAIN

PARIS



BALMAIN

PARIS

BRIGADE VI

For six seasons, the Brigade has been consistently building upon Balmain's singular connection to architectural principles. Channeling the same spirit of precise construction that distinguished the house's legendary "New French Style," this squared navigator, with its distinctive double-bridge nosebar, graphic touches and edgy contemporary silhouette, references the engineering expertise of Monsieur Balmain, who originally trained as an architect. Crafted in Japan from that country's finest acetate and titanium, the frame holds a subtle house logo, multiple sharp details and 75-years' worth of distinctive Balmain heritage.



BPX-149A-56
Yellow Gold with Shiny Black
Enamel - Black





BPS-147B-142
Matte Black w/ Dark Grey -
Black Flash Mirror - AR





BPX-149C-56
White Gold - Crystal Grey



TECHNICAL SPECIFICATIONS:
FRAME: TITANIUM
TEMPLE: TITANIUM AND JAPANESE ACETATE
SUN LENSES: 4-BASE HIGH CONTRAST C-39
SIZE: CALIBRO 56 mm / BRIDGE 16 mm / TEMPLE 140 mm
COUNTRY OF ORIGIN: JAPAN


BALMAIN
PARIS

BRIGADE V

For the upcoming season, Brigade's distinctive silhouette has been slightly narrowed and squared, with edgy, sharp detail helping to emphasize the dynamic aviator front and its distinctive double-bridge. Brigade's lines continue to meld together several of Olivier Rousteing's most popular fashion-week runway themes—including an '80s pop-star spirit, classic French military stylings and the most rebellious of biker attitudes. The signature luxury titanium temples and the patterned side cups underline Balmain's origins, helping to make it very clear that the historic house will always demand sublimity of each and every luxury embellishment.



BPX-142A-56
Gold - Black





BPX-142B-56
Matte Black - Black Crystal





BPX-142C-56
White Gold - Crystal Grey



FRAME: JAPANESE TITANIUM
SIZE / DIMENSION: 56/18-140
LENSES: 4-BASE
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

BRIGADE IV

The latest iteration of our best-selling Brigade continues to build upon the ‘80s rock origins of the distinctive frame, while adding a striking brow bar crafted from Japanese titanium for this season. Among the color options are riffs on the Balmain’s signature black-and-gold combination, as well as a fresh silver titanium that is paired with a blue-swirl tone. That new icy blue color references the stripes of one of Balmain’s most important icons: the classic marinière that originated on France’s Atlantic coast and is constantly updated on each of Olivier Rousteing’s runways. Repeated allusions to Pierre Balmain’s love of incorporating architectural codes into his designs will be quickly noted, such as the tactile metal patterns inspired by the strict mathematical precision behind the French Capital’s fascinating Haussmannian formulas. Akoni’s design team has included several distinctive luxe touches as well, including the Brigade IV’s unique side shield, which riffs on the rich, cracked leather patterns that Olivier Rousteing often incorporates into his Paris Fashion Week designs.



BPS-120A-52

Gold - Black w/ Dark Grey to Clear - AR





BPS-120B-52

Black Rhodium - Dark Brown Swirl w/ Dark Brown to Clear - AR





BPS-120C-52

Brushed Silver - Blue Swirl w/ Blue - AR



FRAME: TITANIUM (front frame) SIDE SHIELDS : BETA TITANIUM
TEMPLES: JAPANESE ACETATE
HINGE: TITANIUM w/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC w/BETA-TITANIUM NOSE PAD ARMS
SUNLENSES: 4-BASE NYLON (3.0 mm thick) W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

BRIGADE IV RX





BPX-120B-52
Black Rhodium - Dark Brown Swirl

FRAME: TITANIUM (front frame) **SIDE SHIELDS:** BETA TITANIUM
TEMPLES: JAPANESE ACETATE
HINGE: TITANIUM w/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC w/BETA-TITANIUM NOSE PAD ARMS
LENSES: CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

BRIGADE III

The Brigade III riffs on the distinctive ‘80s pop vibe that has been woven into the house’s most recent collections, adding striking octagonal lenses to text- ured side shields and striking temples.



BPS-117A-52
Gold and Black Frame w/ G-15 AR Lenses





BPS-117B-52
Black Palladium and Dark Brown Swirl Frame w/ Dark Brown AR Lenses





BPS-117C-52
Matte Black and Grey Camo Frame w/ Medium Grey AR Lenses



FRAME: TITANIUM (FRONT FRAME) - BETA TITANIUM (SIDE SHIELDS) JAPANESE ACETATE (TEMPLES)
SIZE / DIMENSION: 52/21-140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
SUN LENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

BRIGADE I

The intricate metal patterns of the Brigade's side shields recall the pre- cise and beautiful architectural patterns that our Japanese artisans pass by each day. For an unexpected pairing with those elegantly precise geometries, Olivier Rousteing and Akoni have chan- nelled the '80s pop vibe that has dominated Balmain's most recent collections, playing with distinctive frame shapes that were popular during MTV's earliest years and which still retain their rebellious edge today.



BPS-110A-52

Gold and Black Frame w/ G-15 AR Lenses





BPS-110B-52

Black Palladium, Gold and Dark Brown Swirl Frame w/ Dark Grey to Clear AR Lenses





BPS-110C-52

White Gold and Bone Frame w/ Dark Brown to Clear AR Lenses



FRAME: TITANIUM (FRONT FRAME) - STAINLESS STEEL (SIDE SHIELDS) JAPANESE ACETATE (TEMPLES)
SIZE / DIMENSION: 52/20 - 140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
SUN LENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE-LAYER AN- TI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

BRIGADE I RX



BPX-110A-52
Gold and Black Frame





BPX-110B-52
Black Palladium and Dark Brown Swirl Frame



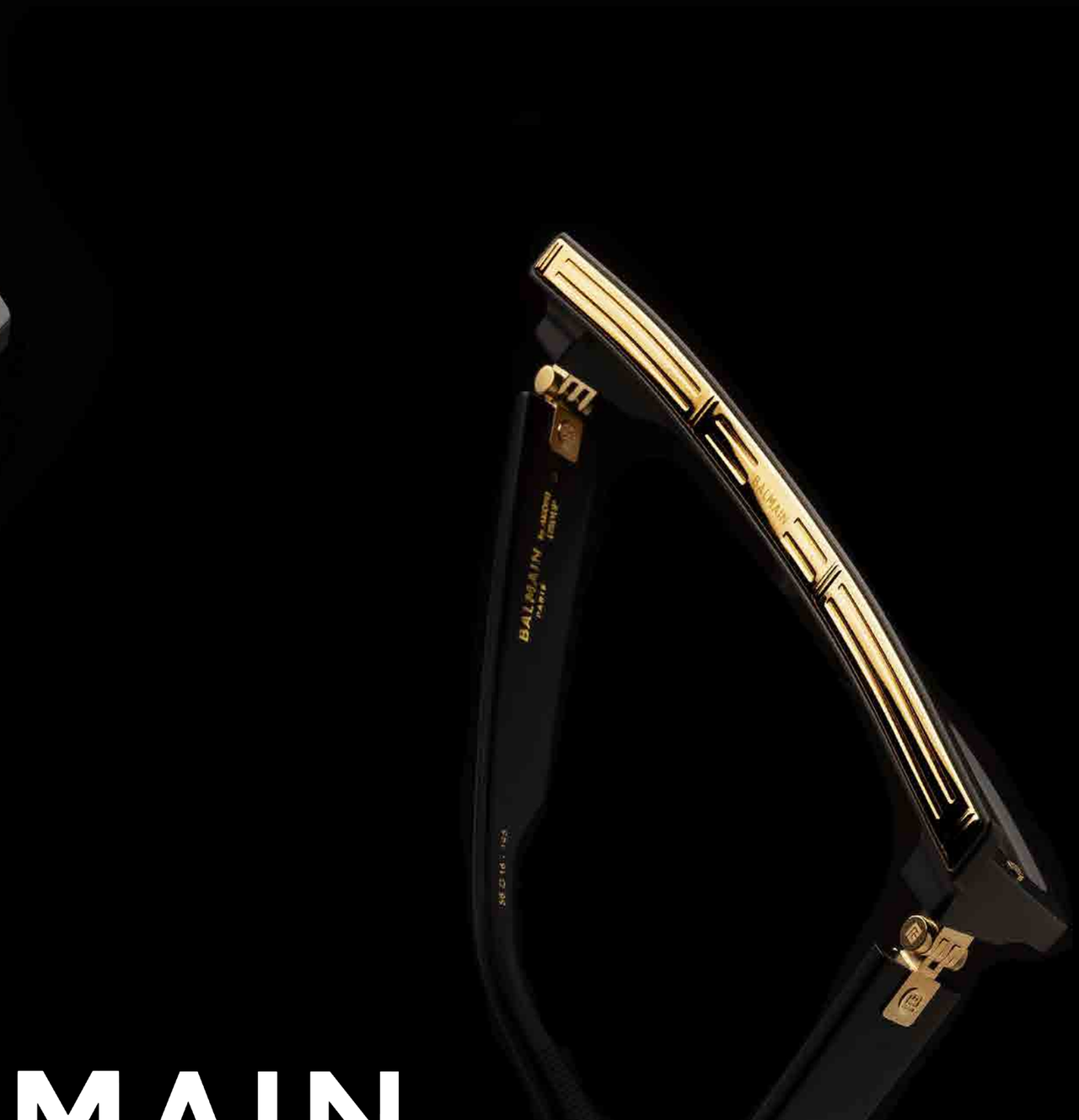


BPX-110C-52
White Gold and Bone Frame



FRAME: TITANIUM (FRONT FRAME) - STAINLESS STEEL (SIDE SHIELDS)
JAPANESE ACETATE (TEMPLES)
SIZE / DIMENSION: 52/20 - 140
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
OPTICAL LENSES: CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN





BALMAIN

PARIS

B-VII

Seamlessly melding together modern music's rebellious sneer and traditional Parisian couture's skilled tailoring and perfect embellishment, Rousteing's creations consistently channel a distinctive rock-meets-runway attitude. Inspired by that singular outlook, the Balmain Eyewear B-Series of frames evolves alongside with the house's runways, with each new season looking to Rousteing's latest spins on his favorite musical inspirations. For Fall 2022, Rousteing and the Akoni team introduce the sleek B-VII, whose boldly squared, sculptural shape echoes the sharply tailored lines of Balmain finest collections. The imposing titanium top bar is finished with patterns inspired by Parisian architectural embellishments.





BPS-131A-55
Black - Gold w/ Dark Grey - AR





BPS-131B-55
Navy - White Gold w/ Dark Brown to Clear – AR





BPS-131C-55
Dark Olive - Black Palldium w/ G-15 - AR

FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 55/16-145
SUNLENSES: 2-BASE, cat 3, High contrast CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS


BALMAIN
PARIS

B-VI

The newest take on the B frame, the B-VI, continues to build upon that rebellious silhouette—and, in addition to the now-familiar flattened top and geometric cat-eye touches, this edition adds a sharp and distinctive, top-of-frame shielding visor, expertly carved from the thick and dense Japanese acetate that is used to craft every B-series frame. Balmain's and Akoni Group's mastery of jewel-like embellishment is evident in both the Balmain Monogram rivets and the signature B-Series hinge, which joins the powerful face of the frame to the substantial arms. Relying on a surprising nine links, that distinctive hinge riffs on both the celebrated sa-voir-faire of the Balmain Atelier and the powerful rock messaging of Olivier Rousteing.









BPS-128E-54
Matte Black - Black Rhodium w/ Dark Grey to clear Lenses - AR

BPS-128F-54
Matte Brown - White Gold w/ Dark Brown to clear Lenses - AR

FRAME: TITANIUM/CELLULOSE PROPIONATE
SIZE / DIMENSION: 52/20-142
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: 6MM JAPANESE ACETATE
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

B-VI



BPS-128A-54
Black - Gold w/ Dark Grey - AR





BPS-128B-54
Grey Crystal w/ Gold Flakes - White Gold w/ Dark Grey - White Gold Flash - AR





BPS-128C-54
Blue Swirl - Gold w/ Dark Brown to Clear - AR



FRAME: 8 MM JAPANESE ACETATE
SIZE / DIMENSION: 54/15-145
TEMPLES: BETA TITANIUM
TEMPLES TIPS: 6MM JAPANESE ACETATE
SUNLENSES: 2-BASE HIGH CONTRAST CR-39 W/ THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

B-V

Each succeeding generation of the B series of frames makes very clear the compelling blend of luxe and rock that distinguishes Olivier Rousteing's Balmain. Just like every B frame before it, the B-V depends upon a rebellious, no-apologies silhouette that melds together a striking straight brow-line, thick acetate frame and solid titanium custom-hinge. Among the many subtle changes overseen by the Akoni craftsman are sli-ght-yet-precise lens adjustments—which allow these statement unisex frames to create a singularly alluring geometric-yet-cat's eye lift to each and every face. Most recently spotted on the diverse men and women models presenting Olivier Rousteing's Resort col-lection, these optical and sun designs clearly channel the signature Parisian insouciance that has always been a clear component of Balmain's spirit.



BPS-121A-54

Black - Gold w/ Dark Grey to Clear - AR





BPS-121B-54

Dark Brown Swirl - White Gold w/ Dark Brown to Clear - AR





BPS-121D-54

Blue Swirl - Gold w/ Blue - AR



FRAME: JAPANESE ACETATE
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

B-V RX



BPX-121A-54
Black - Gold





BPX-121B-54
Dark Brown Swirl - White Gold



FRAME: JAPANESE ACETATE
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
LENSES: CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

B-III

Balmain’s familiar rebellious rock styling forms a key part of every one of the house’s Paris Fashion Week presentations—which helps explain why the B-I frame has been favorite final styling touches for the house’s runway models. The new B-III design keeps true to that non-conforming spirit. Although slightly smaller than the B-I, the B-III relies on the same singular silhouette (thick acetate frame, striking straight browline and solid custom hinge system) and same unique spirit.



BPS-116A-56

Black and Gold Frame w/ Dark Grey AR Lenses



BPS-116C-56

Dark Olive and Black Palladium w/ G-15 AR Lenses



FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 56/17 - 145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS (AF ONLY): CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
SUN LENSES: 4-BASE HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS



BALMAIN

PARIS

B-II

Olivier Rousteing loves troublemakers. Many of his collections have celebrated the women who have set themselves apart by beautifully rebelling, either artistically or sartorially. The B-2 design channels the Balmain rebelles' signature, non-conforming rock attitude, giving it a thoroughly modern and feminine twist. Pairing a dipping browline with thick acetate and a very distinctive Balmain-logoed hinge—the B-2 reflects the Balmain woman's love of bold action and demand for control.



BPS-101A-56
Black and Gold Frame w/ Dark Grey to Clear AR Lenses





BPS-101B-56
Dark Brown Swirl and Gold Frame w/ Dark Brown to Clear AR Lenses





BPS-101C-56
Navy and Gold Frame w/ Dark Grey AR Lenses





BPS-101E-55
Red Swirl - Gold w/ Rose Gradient - AR





BPS-101F-55
Crystal Grey - Yellow Gold w/ Dark Grey to clear Lenses - AR



FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 55/18-145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
LENSES: HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS
BALMAIN

B-I

Anyone who’s been paying attention to Balmain’s runways and campaigns already knows that music is an integral element of the singular, easily recognized style and attitude that Olivier Rousteing has grafted upon the DNA of the histor- ic Parisian house. These B-1 glasses—with their distinctive Balmain logo, thick acetate frame, straight browline and
solid custom hinge system—make crystal clear the importance that rock styling holds for today’s Balmain Army.



BPS-100A-56

Black and Gold Frame w/ Dark Grey to Clear AR Lenses





BPS-100B-56

Dark Brown Swirl and Gold Frame w/ G-15 AR Lenses





BPS-100C-56

Black and Black Rhodium Frame w/ Dark Grey AR Lenses





BPS-100E-56

Navy and Gold Frame w/ Brown to Clear Gradient AR Lenses





BPS-100F-56

Medium Brown Swirl - White Gold w/ Dark Brown to clear Lenses - AR



FRAME: JAPANESE ACETATE
SIZE / DIMENSION : 56/18-145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
LENSES: HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN:


BALMAIN
PARIS

BRIGITTE

Pierre Balmain founded his eponymous house as a Parisian couture address over 75 years ago—and every Balmain creation since Monsieur Balmain's very first 1945 collection has been built upon the distinctive couture formula that pairs strict construction with the finest artisanal embellishment. Balmain Eyewear's Brigitte makes the house's impressive couture heritage even more clear. The frame's unique structure—crafted from the finest featherweight Japanese titanium dense and sleek Japanese Acetate—was inspired by the classic cinematic image of a wind-whipped silk scarf worn inside an open cabriolet. The Akoni Group team's skillful channeling of the fresh and liberating spirit that has long set apart the collections of both Pierre Balmain and Olivier Rousteing is also underlined by the iconic color combinations—each based on key Balmain's tonal pairings.



BPS-129A-53

Black Crystal - Gold w/ Dark Grey to Light Grey - AR





BPS-129B-53

Dark Blue Crystal - Gold w/ Dark Grey to Clear - AR





BPS-129C-53

Nude - White Gold w/ Medium Brown - AR



FRAME: TITANIUM/CELLULOSE PROPIONATE
SIZE / DIMENSION: 53/19-142
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: 6MM JAPANESE ACETATE
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/
THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

CROISSY

Rounded lenses reference ‘80s rock rebel styling—an important influence in almost every collection shown during the Olivier Rousteing era. Patterns expertly etched into Japanese titanium half-rims echo the striking rhythms of classic Haussmannien exteriors—the type of distinctively Parisian architectural flair that has been channeled into Balmain offerings for over 75 years. An array of striking color combinations reflects iconic Balmain tones: the always present black-and-gold pairing, the fresh blue-and-silver mix of the house’s signature marinière offerings and a rich bronze and dark-brown faux-tortoise that channels looks that Rousteing recently sent down fashion-week runways.





BPS-126A-51
Gold - Black w/ Dark Grey to Clear - AR





BPS-126B-51
White Gold - Dark Brown Swirl w/ Dark Brown to Amber - AR





BPS-126C-51
Silver - Blue Swirl w/ Blue - AR

FRAME: 8 MM JAPANESE ACETATE / TITANIUM
SIZE / DIMENSION: 51/20-145
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLES: 6MM JAPANESE ACETATE
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/
THREE LAYERS ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN



BALMAIN

PARIS

JOLIE

Channeling the spirit of Pierre Balmain's legendary midcentury *Jolie Madame tailoring*, the new JOLIE frame is an excellent example of how powerful and immediately recognizable silhouettes have been helping to set the historic house of Balmain apart for over 75 years. Pierre Balmain dared to boldly propose fresh, audacious and feminine designs that forever changed the course of postwar Paris couture—and the JOLIE, with its feminine, extreme cat-eye styling, makes very clear that Olivier Rousteing and the Akoni design team share a dedication to continue building upon that historic legacy. Rousteing notes that the JOLIE is also the perfect reflection of the spirit of the today's Balmain Army, whose young rebelles embrace their never-too-sugary, never-too-sweet feminine power, as they push back and push forward.





BPS-135A-54

Black - Gold w/ Dark Grey - AR





BPS-135B-54

Brown Swirl - White Gold w/ Dark Brown to Amber - AR





BPS-135C-54

Crystal Grey - White Gold w/ Dark Grey w Flash Silver Mirror - AR

FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 54/18-145
SUNLENSES: 2-BASE HIGH CONTRAST CR-39 W/
COUNTRY OF ORIGIN: MADE IN JAPAN



BALMAIN

PARIS

ENVIE

The substantial, oversized acetate frames make clear Rousteing's mastery in creating eye-catching, bold sculptural silhouettes. Akoni skilled artisans created the slightly curving wrap-around front based on Rousteing's sketches, perfecting his request for a uniquely seductive play on surfaces. Joined by the iconic Balmain floating five-barrel titanium hinges to the equally striking temples, it's easy to see why Rousteing decided that the perfect name for this new tempting frame was ENVIE, the French word for lust, longing and desire. For, as Rousteing notes: "Elegance, done in an unexpected manner, can be very edgy."





BPS-140B-54
Brown Swirl - White Gold w/ Dark Brown to Amber - AR

FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 54/18-145
SUNLENSES: 4-BASE HIGH CONTRAST CR-39 W/
COUNTRY OF ORIGIN: MADE IN JAPAN

BALMAIN

PARIS

1914

Born in 1914, Pierre Balmain came of age during a time of great political and artistic upheaval. When he moved to Paris in the thirties to study architect- ure, he and his fellow students were exposed to the new radical philosophy of the Bauhaus, which posited that designers should strive to eliminate divisions betwe- en applied and fine arts, in order to perfectly harmo- nize artistry with the best in industrial design. That iconic “less-is-more” ideal also guided each step of the creation of this streamlined style — a bold choice for both men and women, which is destined to beco- me a classic.



BPS-103A-60

Gold, Matte Black and Black Frame w/ Dark Grey to Clear AR Lenses





BPS-103B-60

Black Palladium, Gold and Black Frame w/ Dark Grey to Clear AR Lenses



FRAME: TITANIUM W/ DUAL TONE PLATING , POLYAMIDE NOSE PIECE
SIZE / DIMENSION: 60/13-145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
TEMPLE TIPS: CELLULOSE PROPIONATE W/ TITANIUM TEMPLE TIP LOGO
LENSES: HIGH CONTRAST CR-39 W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

FIXE

It just takes one quick look at the new Fixie—Balmain Eyewear's recently introduced distinctive rimless style—to note that it clearly channels the sleekly '80s spirit that is so often spotted on Olivier Rousteing's Paris runways. In order to create Fixie's audacious lines and advanced construction, Akoni's artisans have relied on the latest breakthroughs in lens-and-frame construction, helping to make Fixie's daring contours a bold choice for those considering shield sunglass options. And, with each Fixie option riffing on a signature Balmain color combinations, it's no surprise that this silhouette was last seen perched on the noses of Balmain's diverse army of nonchalant models during Olivier Rousteing most recent Paris presentations to the world's fashion press.



BPS-123A-54

Gold - Matte Black - Black w/ Dark Grey - AR





BPS-123D-54

White Gold- Matte White Gold - Bone w/ Brown - Rose Gold Mirror - AR





BPS-123E-54

Silver - Navy Enamel - Blue Swirl w/ G-15 - Deep Blue Mirror - AR



FRAME : RIMLESS - TITANIUM (front frame)
TEMPLES: BETA TITANIUM TEMPLES TIPS: JAPANESE ACETATE
NOSE PADS: CERAMIC w/BETA-TITANIUM NOSE PAD ARMS
SUNLENSES: 4-BASE NYLON (3.0 mm thick) W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN

FIXE RX



BPX-123A-54

Gold - Matte Black - Black





BPX-123B-54

Rose Gold - Matte Rose Gold - Dark Brown Swirl



FRAME: RIMLESS - TITANIUM (front frame)
TEMPLES: BETA TITANIUM **TEMPLES TIPS:** JAPANESE ACETATE
NOSE PADS: CERAMIC w/BETA-TITANIUM NOSE PAD ARMS
LENSES: CLEAR PC W/ THREE LAYER ANTI-REFLECTIVE COATING
COUNTRY OF ORIGIN: MADE IN JAPAN



BALMAIN

PARIS

FORMÉE

Few of fashion’s signature designs are as quickly recognizable as Balmain’s iconic six-button blazer. With those strong shoulders, crisp lines and perfect Parisian tailoring, it has been described as offering an “injection of confidence” to anyone who slips it on. The Formée frame, as its name makes clear (in French, “formée is the past tense of the verb to construct/create) riffs on the strict Parisian tailoring and masterful construction behind the Balmain blazer, channeling that jacket’s singularly strong lines, precise geometries—and, of course, that added dose of bold empowerment.





BPX-148A-52
Black - Gold





BPX-148B-52
Brown Swirl - White Gold





BPX-148C-52
Crystal Grey - White Gold- AR

FRAME: JAPANESE ACETATE & TITANIUM
SIZE/ DIMENSION: 52/19-145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
SUN LENSES: 4-BASE, CR-39
COUNTRY OF ORIGIN: JAPAN


BALMAIN
PARIS

SAINT-JEAN

Named for the beautiful French Alpine village where Pierre Balmain was born over a hundred years ago, the Saint Jean frame channels the spirit of the Balmain's founder's earliest days—when, as a young man, he moved to Paris to study and work with some of France's great architects. That early training incorporated a respect for precision and form that clearly marked the designer's creations for the rest of his life. Far from a typical optical frame, Saint Jean's distinctive squared-circle frames, skilled acetate-titanium pairing and bold form-follows-function lines reflect the architectural precision and principals that the young Pierre Balmain absorbed and translated into his house's innovative and influential "New French Style."



BPX-122A-50
Gold - Black





BPX-122B-50
Black Palladium - Dark Brown Swirl





BPX-122C-50
White Gold - Crystal Grey



FRAME: TITANIUM - JAPANESE ACETATE (LENS INSERTS & TEMPLES)
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
LENSES: 4-BASE CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN



BALMAIN

PARIS

MADAME

Inspired by the timeless, fresh and feminine flair of Pierre Balmain's signature Jolie Madame silhouette, these bold frames masterfully meld together two layers of Japanese acetate with one half-rim of beautifully detailed titanium. Just like Pierre Balmain's finest couture creations, this cat-eye style knows how to perfectly complement the wearer, elegantly framing the eye, accentuating cheekbones and giving a visual lift to each face. Those Balmain Army members who are well-versed in the house's history will note that Madame's delicate decorative patterns, running across the top edge of the frame, are a homage to the strict geometric lines adorning the iconic Haussmannien façade of Balmain's historic, 75-year-old flagship, on rue François Premier.





BPX-134A-51
Black - Gold





BPX-134B-51
Brown Swirl - White Gold





BPX-134C-51
Nude - White Gold

FRAME: 8 MM JAPANESE ACETATE
SIZE / DIMENSION: 51/16-145
TEMPLES: 6MM JAPANESE ACETATE
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS



BALMAIN

PARIS

LEGION IV

“Just like our iconic Balmain Blazer, the Legion IV frames show just how surprisingly impactful and modern a classic, chic-and-sharp design can be,” notes Olivier Rousteing. Legion IV frame is determined to pair the sheen of the glossy Japanese acetate with the perfect addition of one eye-catching, couture-inspired embellishment. When they finally perfected the placement of the sleek and delicate golden eye rim, set just outside the lens, they all knew they had finally found the finishing touch that they had been searching for.





BPX-141A-53
Black - Gold





BPX-141B-53
Brown Swirl - Black Rhodium





BPX-141C-53
Blue Swirl - Brushed Silver

FRAME: JAPANESE ACETATE & TITANIUM
SIZE / DIMENSION: 53/19-145
LENSES: 4-BASE
COUNTRY OF ORIGIN: MADE IN JAPAN


BALMAIN
PARIS

LEGION III

The Balmain Eyewear Legion family of frames channels the savoir-faire of Balmain's famed Parisian ateliers, expertly melding an array of rich materials and textures together to form one sleek and singular frame. For the third generation of the Legion frame, the pared-back, unisex silhouette has been given some substantial and impressive upgrades—striking titanium mesh side shields are patterned with the house's historic Labyrinth motif.



BPX-132A-50
Black - Gold





BPX-132B-50
Brown Swirl - White Gold





BPX-132C-50
Grey Crystal w/ Gold Flakes - Black Palladium



FRAME: 8 MM JAPANESE ACETATE / BETA-TITANIUM SIDE CUPS
SIZE / DIMENSION : 50/17-140
TEMPLES: TITANIUM / 6MM JAPANESE ACETATE
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM
NOSE ARMS AND CERAMIC NOSE PADS

LEGION II

“We were determined to include a browline frame in this collection,” explains Olivier Rousteing. “Back in the nineties and early aughts, this was a big look and it was one that both the Akoni team and I really loved—and continue to love today. The Legion II channels the spirit of those passionate and intelligent non-conformists who are so closely identified with this style. It’s easy to understand why so many avant-garde musicians have adopted this frame, over so many decades—it’s one that reflects their self-assured, individual- istic style, and it pairs just as perfectly with jeans and a tee as with a sleek double-breasted. I especially love how we’ve been able to update this classic with our distinctive house codes, making the Legion II something that is very clearly a Balmain.”



BPX-113A-52

Black and Gold Frame





BPX-113B-52

Dark Brown Swirl and Black Palladium Frame





BPX-113C-52

Black and Matte Black Frame



FRAME: JAPANESE ACETATE - TITANIUM
SIZE / DIMENSION: 52/19 - 145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
LENSES: 4-BASE CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS

LEGION I

“For me, it’s important that any optical eyewear design that bears the Balmain name be a frame that I would want to wear—and I could definitely see myself putting on the Legion-I each morning,” notes Olivier Rousteing. With a pared-back, unisex silhouette that recalls the sleek and sexy style of mid-century French cinema icons and Mad-Men execs, the Legion-I makes clear its Balmain pedigree, with delicate titanium details, including the golden B monogram decorating each arm.



BPX-112A-51
Black and Gold Frame





BPX-112B-51
Dark Brown Swirl and Black Palladium Frame





BPX-112C-51
Black and Matte Black Frame



FRAME: JAPANESE ACETATE - TITANIUM
SIZE / DIMENSION: 51/21 - 145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS: CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
LENSES: 4-BASE CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS



BALMAIN

PARIS

SENTINELLE IV

It’s all in the details. That same obsession with details sets apart Rousteing’s design for the Sentinelle IV, the latest model in the popular Sentinelle optical series. Riffing on perspective via innovative sculpting techniques, the front holds a distinctive dynamic addition, with the thick Japanese acetate expertly carved to form a smooth step that serves as the perfect complementary pairing for the frame’s sophisticated top-to-bottom.





BPX-133A-51
Black - Gold





BPX-133B-51
Brown Swirl - White Gold





BPX-133C-51
Crystal Grey - Gold

FRAME: JAPANESE ACETATE & TITANIUM
SIZE / DIMENSION: 51/17-140
LENSES: 4-BASE
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS

SENTINELLE III

The Sentinelle III gives a Balmain touch to one of the most flattering shapes for women's eyewear—the elegant cateye.



BPX-119A-52
Black and Gold Frame





BPX-119B-52
Dark Brown Swirl to Light Brown Crystal and Gold Frame





BPX-119C-52
Bone, Black and Gold Frame



FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 52/18-145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS (AF ONLY): CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
LENSES: 4-BASE CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN

ALSO AVAILABLE IN ALTERNATIVE FIT WITH TITANIUM NOSE ARMS AND CERAMIC NOSE PADS

SENTINELLE I

The Akoni design team and Olivier Rousteing discovered early on that they share a love for the relaxed music, attitude and Californian lifestyle. For the Sentinelle-I frames, they were inspired by the uniquely laid-back, a la californienne way of dressing at concerts and music festivals, pairing Balmain's impeccable and unmistakable signatures with the singular nonchalance of classic SoCal style.



BPX-114A-53

Black and Gold Frame





BPX-114C-53

Dark Olive and Black Palladium Frame



FRAME: JAPANESE ACETATE
SIZE / DIMENSION: 53/19 - 145
HINGE: TITANIUM W/ THREADED TUBE SCREW SYSTEM
NOSE PADS (AF ONLY): CERAMIC W/ BETA-TITANIUM NOSE PAD ARMS
LENSES: 4-BASE CLEAR CR-39
COUNTRY OF ORIGIN: MADE IN JAPAN



BEYONCE



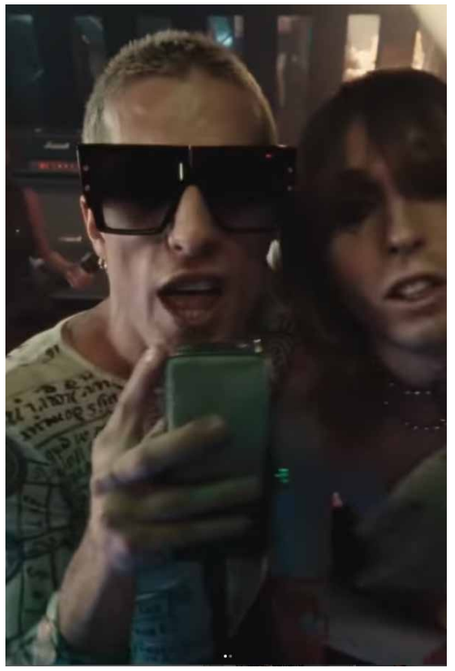
NEYMAR



HONGJOONG



J-Z



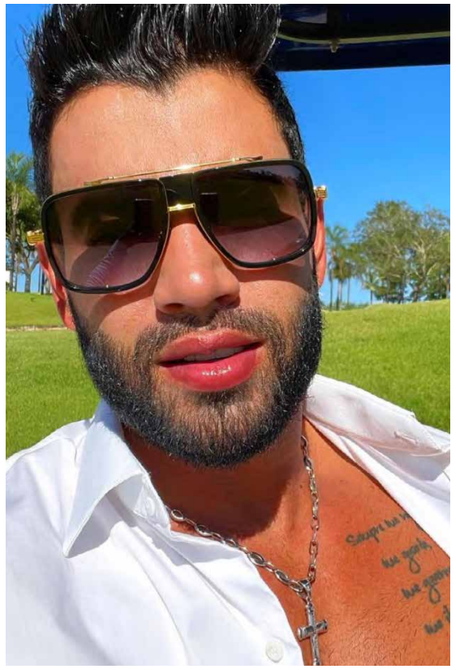
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USHER



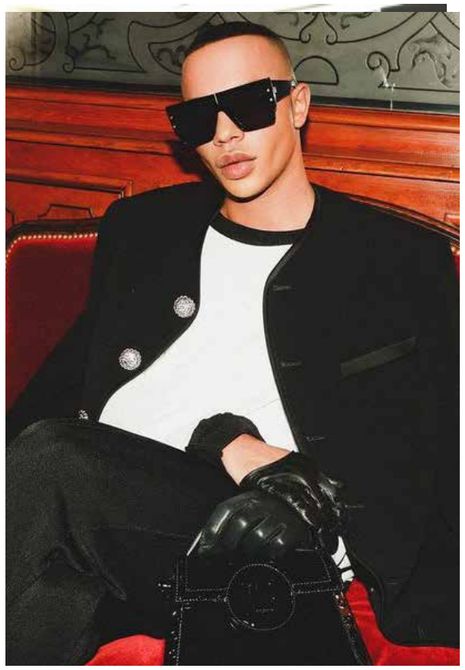
MALUMA



GUSTAVO LIMA



NATHY PELUSO



OLIVIER ROUSTEING



ICON



F ITALY



GRAZIA



GQ MEXICO



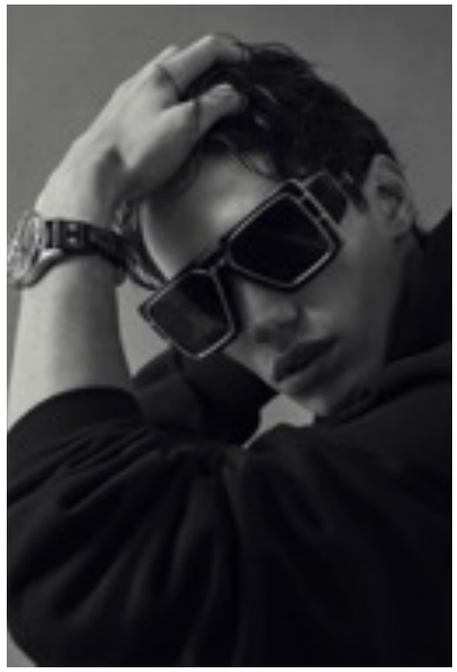
20/20 MAGAZINE



GQ ITALY



STDXYZ



WISH



IMPERFECT HK



GENELUX

“DRESSMAKING
IS THE ARCHITECTURE
OF MOVEMENT.”

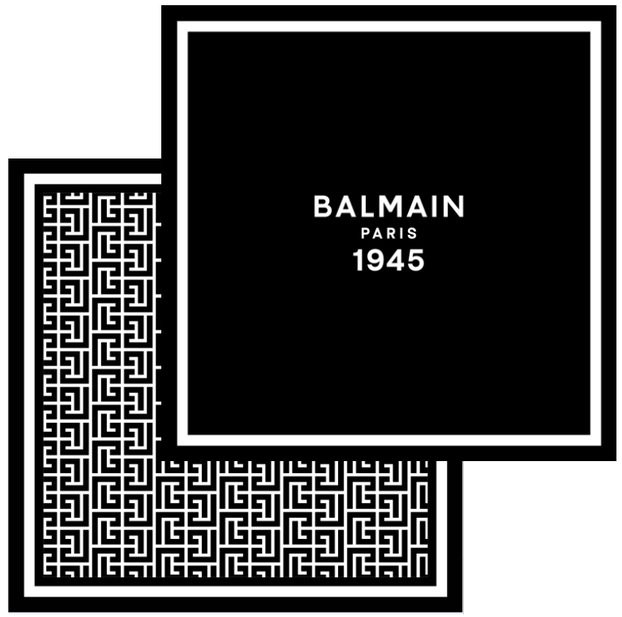
PIERRE BALMAIN

“BALMAIN CELEBRATES
“I’M NOT THE TYPICAL CREATIVE
DIRECTOR OF A MAJOR HOUSE.
I SEE FIRST-HAND HOW MY
GENERATION LIVES AND I
UNDERSTAND HOW THEY WANT
TO DRESS.”

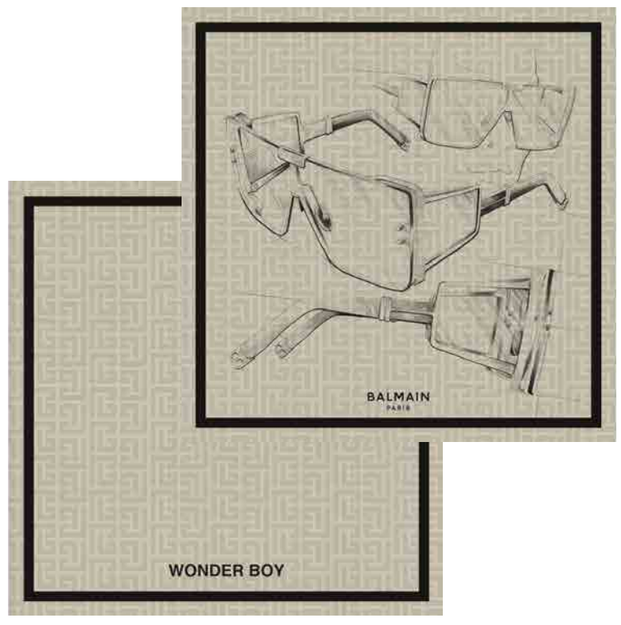
OLIVIER ROUSTEING

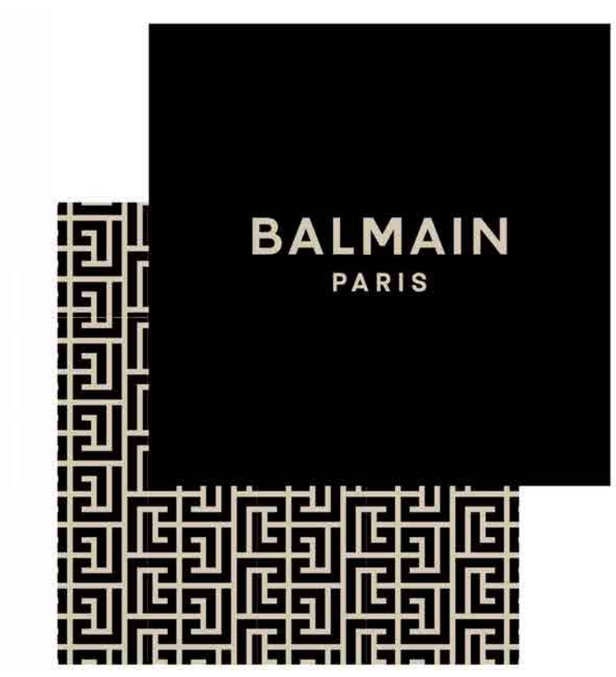
PACKAGING


BALMAIN
PARIS


BALMAIN
PARIS
1945




BALMAIN
PARIS
WONDER BOY


BALMAIN
PARIS



Akoni, Switzerland-based luxury group, designs, manufactures and distributes luxury eyewear worldwide with a commitment to craftsmanship, expertise and quality.

Built upon the firm belief that eyewear should be a true luxury belonging, instead of simply just another additional accessory, Akoni Group is determined to lead the evolution of this marketplace, making the most of the new limitless opportunities that it sees ahead.

The truly global Company relies on a passionate team of experienced, high-end eyewear and luxury industry professionals sharing a singular vision.

Akoni Group's production takes place in the world's finest workshops, in Japan, utilizing only the highest quality materials and time-honored techniques. Master craftsmen dedicate decades of their lives to
mastering their crafts and passing their knowledge through generations.


BALMAIN
PARIS