



**BALMAIN**  
PARIS

**HAIR COUTURE**

SPRING-SUMMER 2022 COLLECTION



# THE SIGNATURE WARDROBE

BALMAIN SPRING-SUMMER 2022

In 2011, the 25-year-old Olivier Rousteing presented his first collection as creative director at Balmain. Ten years later, Olivier showcases again why he became so iconic and successful in these years. At the Balmain Spring-Summer 2022 fashion show many supermodels were featured, including Imaan Hamman, Adut Akech and Precious Lee, who wore body hugging forms and cut-out pieces.

The iconic colours of black and white were seen and neutral colours, such as beige and tan, made an important statement. A sexy and empowered collection, with an edgy, street style feeling.

To highlight these iconic 10 years to the public, the designer showed a decade of fashion through a line of renewed signature pieces. Supermodels of the last decade, such as Naomi Campbell and Carla Bruni, walked the runway wearing the most glamorous clothing, full of sparkles, gold, jewels and embroidery. “Fresh, audacious, empowering”, is how Beyoncé, whose voice echoed around the auditorium of the Seine musicale during the show, described Rousteing in her preamble and **THAT IS WHAT THE BALMAIN SPRING-SUMMER 2022 COLLECTION IS ALL ABOUT.**





SPRING-SUMMER '22

# IN THIS ISSUE

---

## 2 INCLUSIVITY

The Trend Collection includes all kinds of beauty, age, shapes and colours.

---

## 10 COMPLETE THE LOOK

Statement hair accessories to spice up your look.

---

## 12 CARE FOR THE PLANET

The way to a more sustainable future.

---

## 15 WAVES

Tips and tricks to create the best wavy hair looks.

---

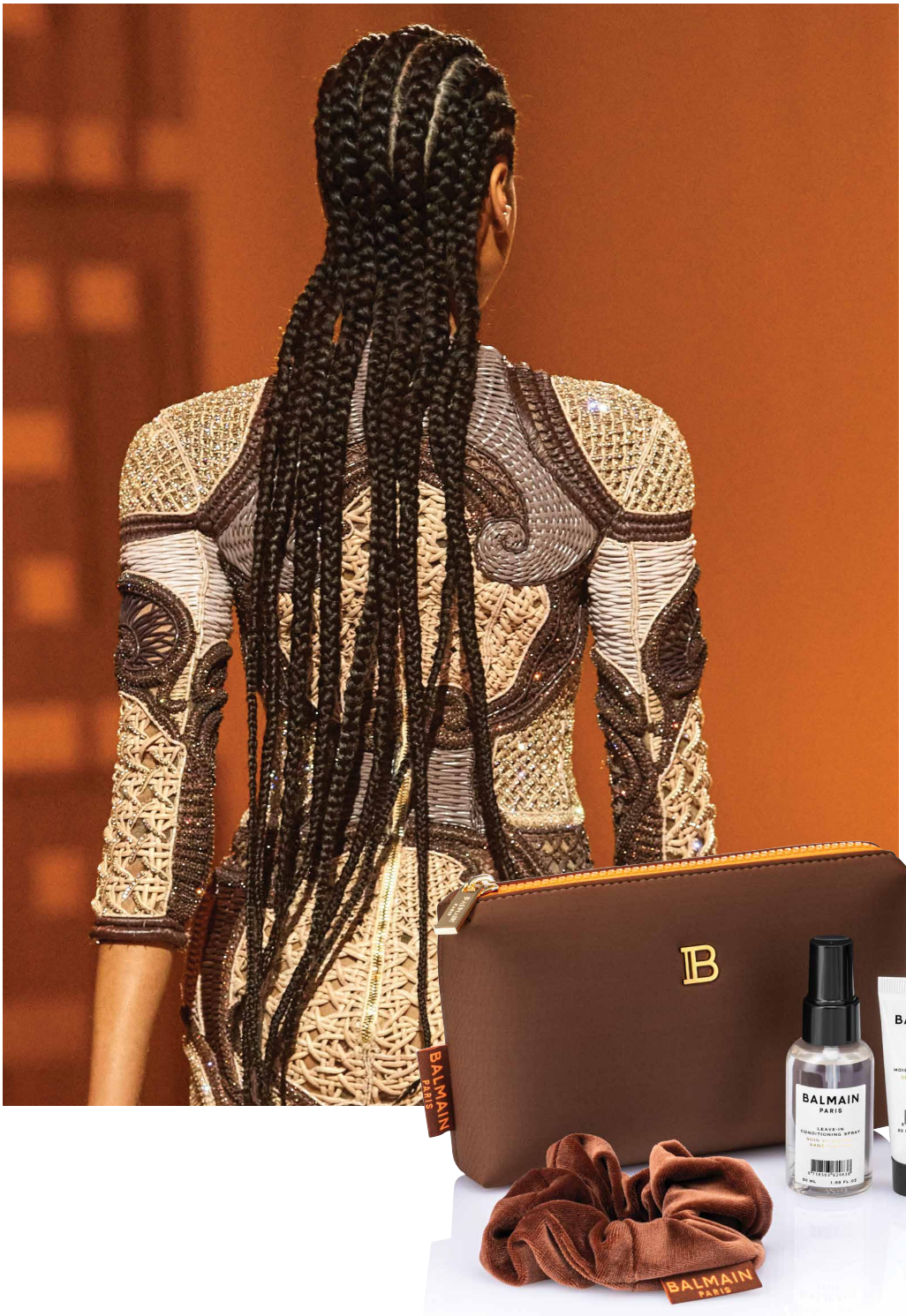
## 26 EXTENSION CARE

How to take care of your hair extensions.

---











## ON YOUR MARK, GET SET, ON-THE-GO!

This seasons Cosmetic Bags embrace inclusivity by combining all kinds of nudes with a touch of neon. The Limited Edition Cosmetic Bags are made of luxury neoprene material and are perfect for travelling in style. The bags are packed with the absolute essentials that ensure the health of your hair, wherever you are planning on going.

The Limited Edition Cosmetic Bags are available in three nude colours: light brown, medium brown and dark brown.

€ --,--







BALMAIN  
PARIS  
HAIR COUTURE

## CAMPAIGN

### Spring-Summer 2022

“Numberless crowded streets, high growths  
of iron, slender, strong, light, splendidly  
uprising toward clear skies”

- Walt Whitman

Posed high above the impressive architecture, chaos and vitality of New York City. The images of a very inclusive Balmain Army grouping in the fashion house's latest designs and with textured hair looks of busy businesspeople by Balmain Hair Couture bring to mind the inspirations behind the poetry of this great city's greatest voices—Whitman, Garcia-Lorca, Hughes, Ginsberg, Dylan and so many others.



# AIN S TURE



CREDITS: Hair: Charlie Le Mindu - Styling: Balmain - Styler: Andrew Mikemul - Makeup: Marcelo Gutierrez  
Models: Natalia Ogg @thescraps, Alton Mason @mymodels, Magdalena Delgado @mymodels - Set Designer: Philip Hucemorte - Location: World Trade Center

Hair by Charlie Le Mindu

Those rebellious souls were often moved, sometimes angered and always driven to write about the multiple promises, constructions, personalities, injustices, battles and triumphs that meld together to form the unmistakable core of this constantly evolving, vibrant and singular location. To complement the dynamic structure of a city like New York, Balmain Hair shows hair with a lot of textures, soft shapes and shine.

## PRODUCTS USED

**Alton Mason:** *Balmain Homme Hair Perfume, Silk Perfume, Thermal Protection Spray and the Professional Blowdryer.*

**Natalie Ogg:** *Texturizing Salt Spray, Styling Powder, Session Spray Strong and Volume Mousse Strong.*

**Magdalena Delgado:** *Leave In Conditioning Spray, Silk Perfume, Shine Wax and Argan Moisturizing Elixir*



## TEXTURIZING SALT SPRAY

“I feel like the difference between Balmain and a lot of other textured salt sprays is that it’s very workable, it doesn’t feel like it’s too hard or too stiff but still has amazing style memory.” -

*Chansophalla*

*New York Magazine*



## THERMAL PROTECTION SPRAY

“It’s my go-to to protect the hair before heat styling without weighing the hair down. It’s the primer of all my haircare foundations.”

*Eduardo Bravo*

*@eduardobravohair*



## CELLULOSE ACETATE PINCE-À-CHEVEUX

“Balmain Paris Hair Couture’s line of claw clips combines top-notch fabrication with aesthetic know-how. The clip features an 18k gold plated “B” logo and arrives in a variety of vibrant colourways.”

*L’Officiel USA*



## CORDLESS STRAIGHTENER

“It is the best tool for on set, lightweight and easy to use and travel with”

*Yianni Tsapatori*

*@yiannitsapatori*



## REVITALIZING MASK

“Years of ironing and blow drying my hair has left me with ends that feel like hay. And no one wants scarecrow hair. When I used this hair mask the first time I saw a difference immediately. Immediately!”

*Tefi Pessoa*

*Mane Addicts*





WHERE  
THERE'S  
A WILL,  
THERE'S  
A WAVE

**THE LIMITED EDITION  
SUMMER SET  
SPRING/SUMMER 2022**

The Limited Edition Summer Set brings you one-step closer to achieving effortlessly looking beach waves at home.

€ --,--

**STEP BY STEP**

**Moisturizing Styling Cream**

Prep your hair and give body to achieve desired natural looking waves. Apply on towel-dry hair prior to blowdrying.

**Texturizing Salt Spray**

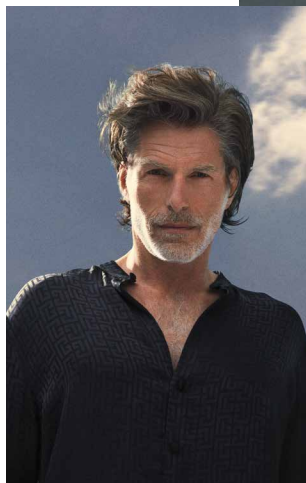
Achieve natural looking waves by adding the Texturizing Sea Salt Spray to your routine. This sea salt based spray adds exceptional texture, body and definition to your hair. Show off your effortlessly looking beach waves, even in the most humid conditions because of the humidity resistant formula.

**Limited Edition Barrette  
M Spring-Summer 2022:**

Complete your finished look by adding the Limited Edition Barrette.







# TREND COLLECTION



A soft, elegant and sexy collection that speaks to all ages. The Trend Forecast Collection Volume 1 2022 represents inclusivity in all its glory by combining all kinds of beauty, age, shapes and colour, inspired by the Balmain Festival Vol 2 fashion show. From Naomi Campbell to Imaan Hammam and Carla Bruni: a diversity in supermodels starred in the Balmain anniversary show. A unique blend of cut-, and colour techniques is used to create the desirable shades and shapes.







# SPECIAL GIFT

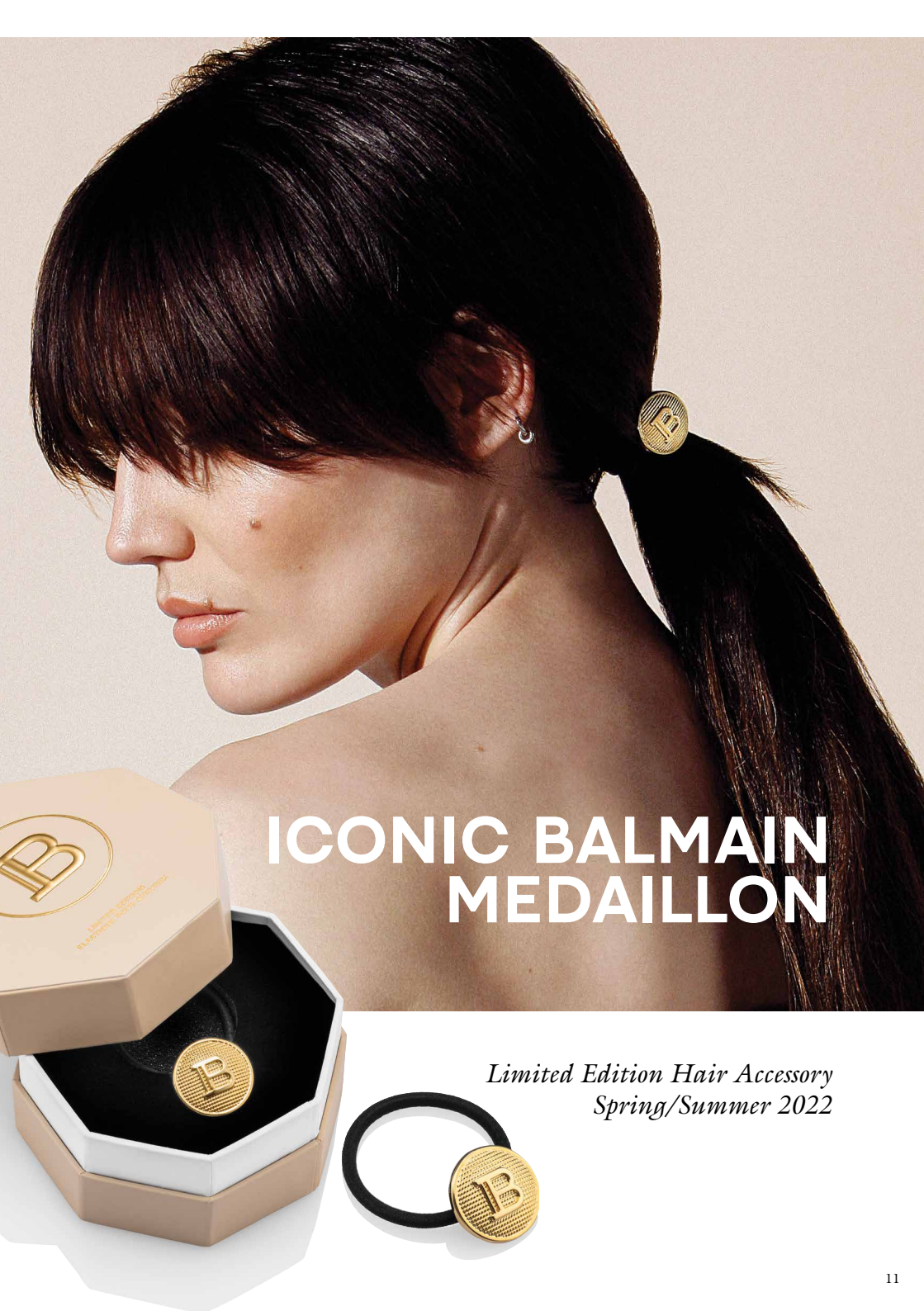
Receive a **Hair Accessory**  
with the purchase of two selected  
Care & Styling summer products\*



*\*Choose from: Moisturizing Styling Cream,  
Silk Perfume, Texturizing Salt Spray,  
Leave-in Conditioning Spray or Sun Protection Spray.*







# ICONIC BALMAIN MEDAILLON

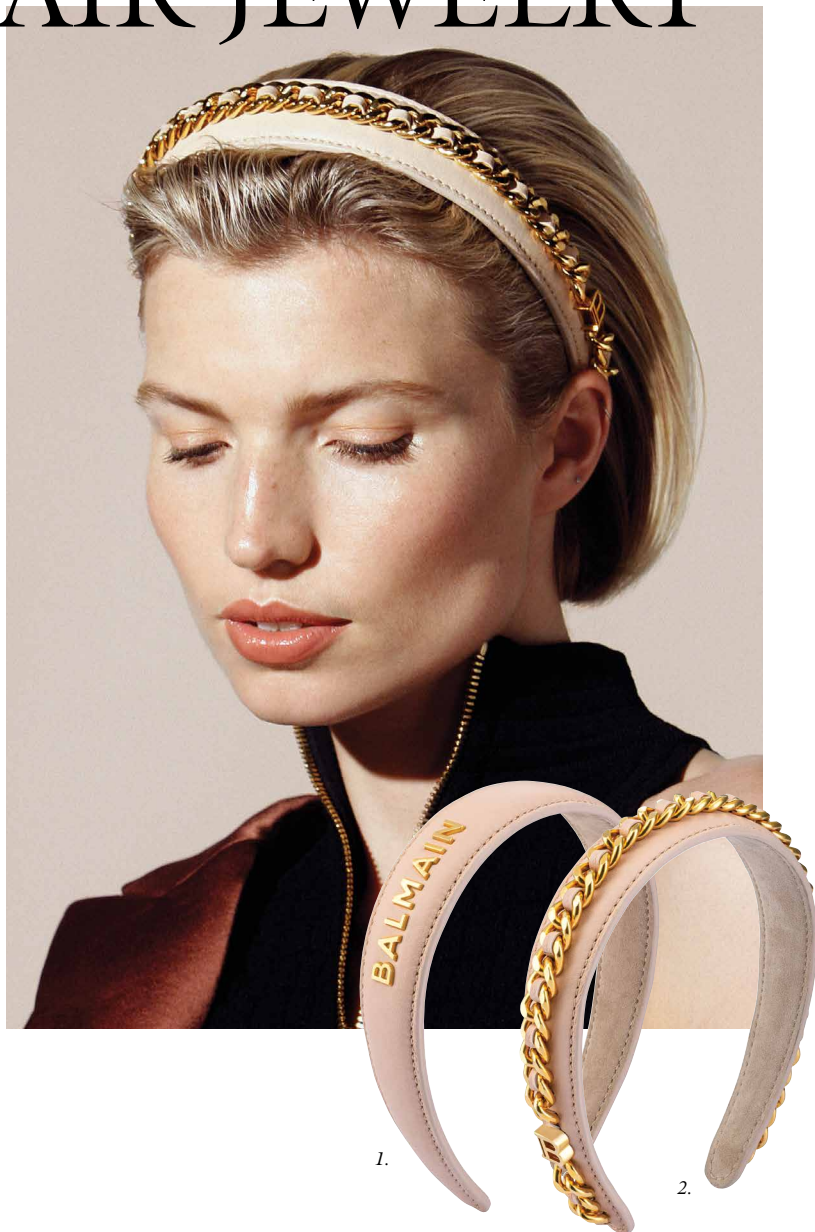


*Limited Edition Hair Accessory  
Spring/Summer 2022*





# HAIR JEWELRY







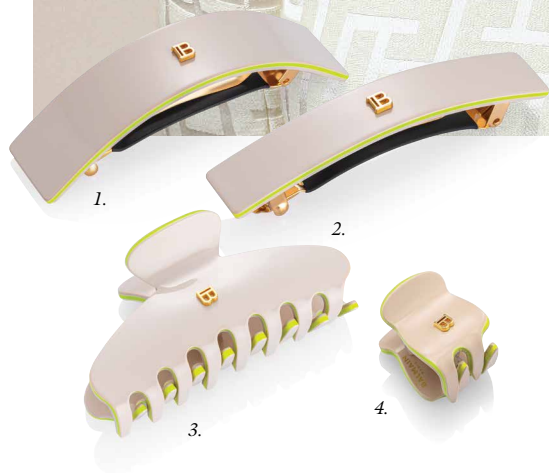
3.

4..

### LES ACCESSOIRES

1. Limited Edition Headband SS22 € --,--
2. Limited Edition Headband Chain SS22 € --,--
3. Limited Edition Barrette Gold SS22 € --,--
4. Limited Edition Slide Gold SS22 € --,--





*with* NEON  
FINISHING





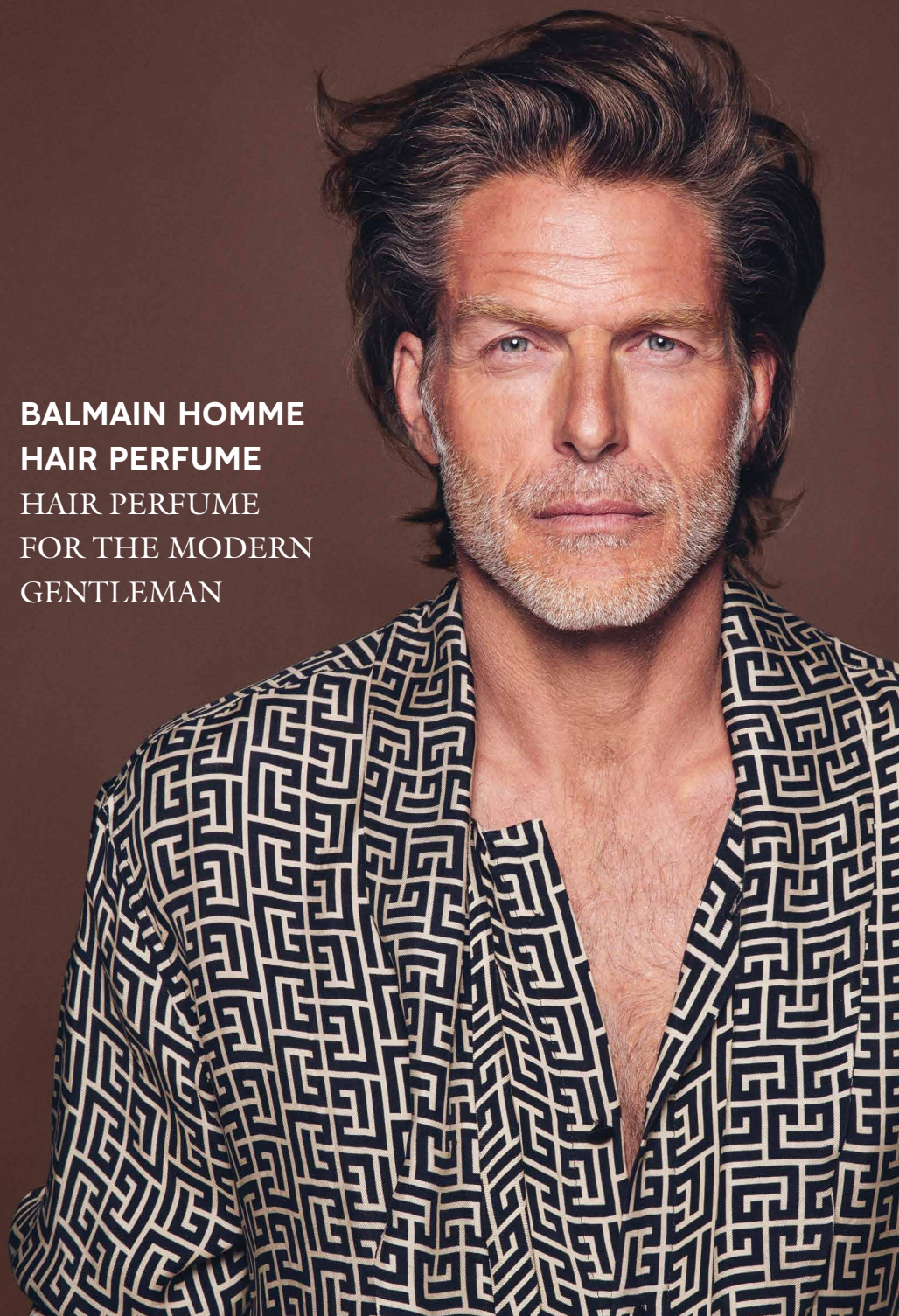
5.

#### LES ACCESSOIRES

1. Limited Edition Barrette pour Cheveux Large SS22 € --,--
2. Limited Edition Pince a Cheveux Medium SS22 € --,--
3. Limited Edition Barrette pour Cheveux Medium SS22 € --,--
4. Limited Edition Pince a Cheveux Extra Small SS22 € --,--
5. Limited Edition Barrette Bow SS22 € --,--



**BALMAIN HOMME**  
**HAIR PERFUME**  
HAIR PERFUME  
FOR THE MODERN  
GENTLEMAN







This hair mist embodies the intense ambery, woody fragrance of Balmain Homme that combines the invigorating citric freshness of Bergamot with the woody aspect of dry Sandalwood. The unique blend of rich and warm notes creates a prodigious experience that changes with the time of day. The citric top notes of bergamot, grapefruit and tangerine will be perceived immediately after application and will last for 5 to 15 minutes.

After the top notes have faded, the heart notes will stand out, which can be recognised by the senses of olibanum, black pepper and lavender. These scents are the body of the perfume and will be present for 20 to 60 minutes.

Finally, the base notes become more prominent. Six hours after spraying the perfume, the scents patchouli, vetiver, amber and sandalwood will be noticed.

€ --,--









# THE ULTIMATE COLOUR CARE

Keep your hair colour-essentials close with the Limited Edition Pouch Spring/Summer 2022. The Limited Edition Pouch Spring/Summer contains an iconic colour trio especially designed to protect, moisturize and strengthen colour-treated hair. With this combination, the hair is revitalized deeply from within while maintaining shine and brilliance. Most importantly, the hair is protected with an UV-shield that guarantees the ultimate colour-longevity all summer long.

## LIMITED EDITION POUCH SPRING/SUMMER 2022

Content: *Couleurs Couture Shampoo 300 ml, Conditioner 300 ml, Mask 200 ml*

€ 75,-





# SIGNATURE TREATMENT

*for colour-treated hair*

## SIGNATURE HOME SPA TREATMENT

Home maintenance of your newly, with Couleurs Couture colour-treated hair is key to remain the lustrous and vibrant hair colour until your next salon appointment.

**STEP 1.** Cleanse the hair with the *Couleurs Couture Shampoo*. Towel dry the hair afterwards.

**STEP 2.** Take some of the *Couleurs Couture Mask* and add a few drops of *Overnight Repair Serum*. Apply the mixture to the lengths and ends.

**STEP 3.** Dampen the Hair Spa Towel with hot water and squeeze out the excess liquid. Wrap the Hair Spa Towel around the head.

**STEP 4.** Relax for 10 to 20 minutes to lock in the nourishing effect of the treatment.

**STEP 5.** Rinse afterwards and apply the Couleurs Couture Conditioner to lock in the ingredients of the mask mixture.

**STEP 6.** Apply Leave-in Conditioning Spray and Argan Moisturizing Elixir on the lengths and ends to create the ultimate styling surface.







## COULEURS COUTURE

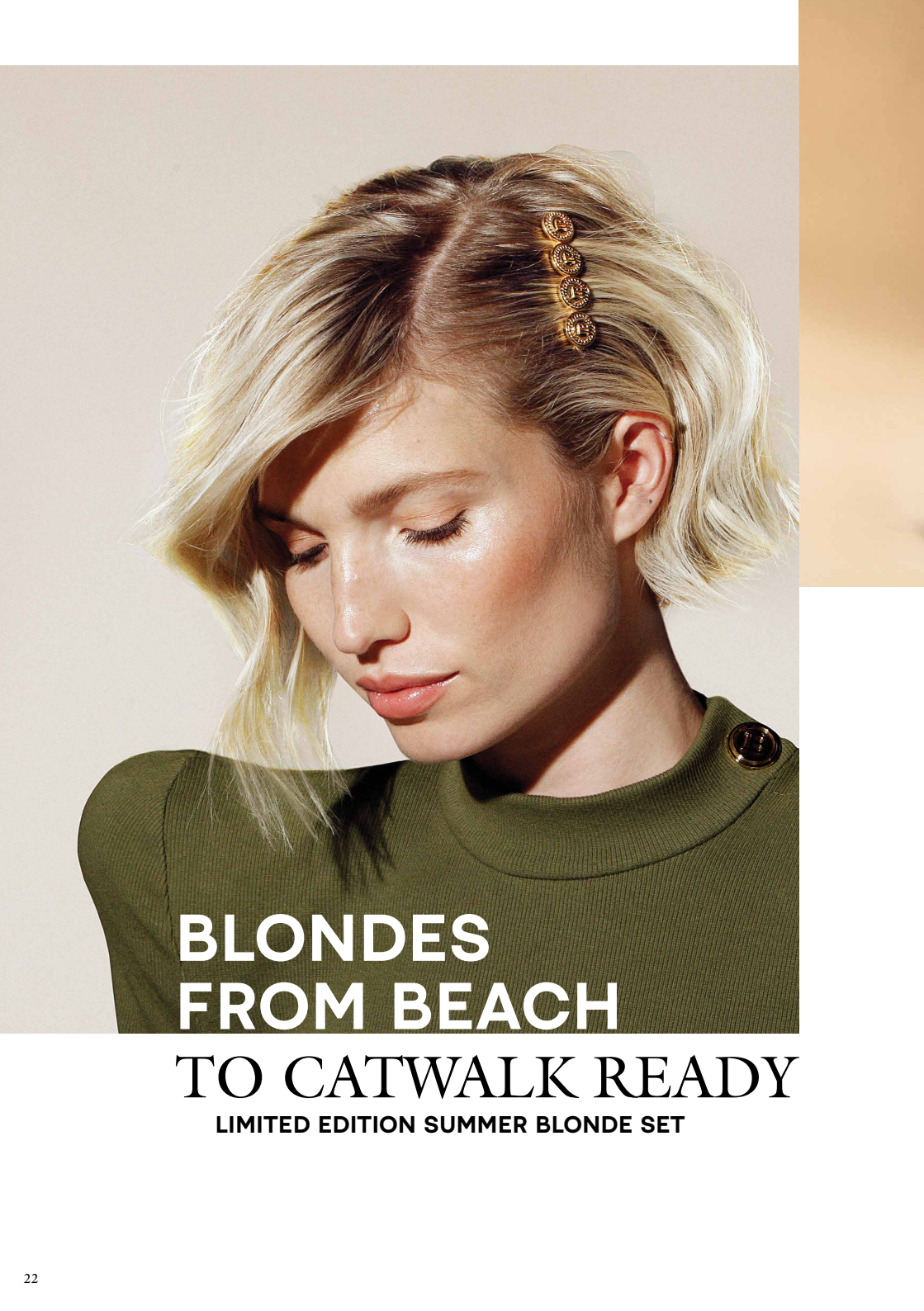
Give mature hair the look and feel of youthful radiance with Couleurs Couture colour spa treatment, a hair colour that has proven to nourish the hair deeply during each colour spa treatment and gives mature hair soft texture, shine and 100% grey coverage.



## SPECIAL GIFT

Receive a Hair Spa Towel with a Couleurs Couture colour treatment in the salon.





**BLONDES  
FROM BEACH  
TO CATWALK READY**  
LIMITED EDITION SUMMER BLONDE SET





## LIMITED EDITION SUMMER BLONDE SET

Lightened, heavy highlights or just natural blonde hair: your hair is highly delicate, especially when overly exposed to sun or heat. This violet infused set is designed to help maintain and refresh lightened hair during the summer days.

€ --,--

### STEP 1

#### *Illuminating Shampoo White Pearl 300 ml*

Apply the Illuminating Shampoo White Pearl to wet hair and gently massage it in before rinsing out after 3 minutes. This shampoo is not only great to erase unwanted undertones, it can also be used preventively to maintain the desired colour blonde.

### STEP 2

#### *Illuminating Mask White Pearl 200 ml*

The perfect match to use in combination with the Illuminating Shampoo White Pearl. Start by scrunching your hair with a towel until it is towel-dry. Take a generous amount and make sure to massage gently while paying attention to all parts of the hair. After 10-15 minutes, rinse thoroughly. For optimal results, use no more than once per week.

### STEP 3

#### *Ash Toner 200 ml*

The lavender leave-in formula helps to erase out any brassy, warm and yellow undertones that are still left behind. The formula is enriched with silk protein and organic Argan Elixir which combats the drying effects of silver sprays making the ash toner very nourishing.

As for the final step, spray your hair with the brightening Ash Toner approximately 20 centimetres away from the hair. This toner can be both applied on towel-dry hair as fully dry hair, whereas applying on towel-dry hair reduces the chances of patchiness.



# THE WAY TO A SUSTAINABLE FUTURE



## VEGETARIAN

All products from the Care & Styling collection are vegetarian. No animals are harmed during the process of animal-derived ingredients such as Silk and Cashmere. The silk moth emerges from the cocoon prior to processing the silk and Cashmere wool is collected during the spring moulting season when goats naturally shed their winter coat.



## CRUELTY FREE

All products are cruelty free meaning that products are not tested on animals.

## SULFATES

Sulfates used in shampoo are surface active ingredients (surfactants) used to create foam and remove oil, styling residue, dirt and pollutants from the scalp and hair. Extensive testing proved them to be the mildest, most efficient and safest surfactant option for these formulas. Sodium laureth sulfate, for example, has a long history of proven performance in cosmetics and has been endorsed as a safe surfactant by the Cosmetic Ingredients Review (CIR).

CIR thoroughly reviews and assesses the safety of ingredients used in cosmetics in an open, unbiased and expert manner. The Volume Shampoo and Balmain Homme Hair and Body wash are sulphate-free formulas.

## PARABENS

All Care and Styling products are free of parabens.





# 80%

of the Care & Styling products are produced in a solely solar driven factory during the summer.

## RECYCLING INSTRUCTIONS



All newly produced packaging labels and boxes of the Care & Styling and Couleurs Couture Collection contain recycling advice to help identify how different types of packaging can be recycled.

## FSC PAPER



The paper used for the care collection boxes is made of FSC certified paper, FSC paper is harvested and produced in a responsible manner.







# TAKE CARE OF YOUR EXTENSION HAIR

## **CHOOSE THE PRODUCTS THAT SUITS YOU AND YOUR REGIME**

Before making a decision about the right type of hair extension for you, it is important to know which extensions suits your needs. Balmain Hair Couture has a wide range of products, so there is always an item that is perfect for you.

**SILK TAPE EXTENSIONS** are semi-permanent, reusable tape extensions that are undetectable to the touch, but most of all- even possible to place yourself.

**DOUBLEHAIR** can be placed in different ways, making this a diverse and attractive product for many people. The 9cm wide strips can be applied using clips, soft rings or keratin bonds.

**FILL-IN EXTENSIONS** require more placement expertise and are therefore advised to be placed by an expert. Due to the natural cohesion between the Silk Bond and the natural hair's structure, Fill-Silk Bond extensions remain in place for up to 3 months.





## TREAT WITH LOVE

To prolong the life of 100% Human Hair extensions, proper aftercare is very important.

Brush your hair regularly to prevent the hair from tangling. When you wash your Balmain Hair Couture extensions, make sure to follow the instructions provided on the product package or care label. It is advised to use Balmain Hair Couture care products to maintain healthy hair extensions and to validate the 6 months quality guarantee on all 100% Human Hair Extensions.

from € --,--

## BEAT THE HEAT



When blowdrying or styling the hair, always make sure to spray the hair with the *Thermal Protection Spray*. The ultra-fine spray creates an invisible thermal shield that protects the hair against the heat of a blow dryer, flat iron or curling tong. This will prolong the use of your hair extensions. € --,--

## OH, SUNSHINE!



Your Human Hair Extensions can be damaged by the sun. To prevent this, make sure you spray your hair with *Sun Protection Spray* before exposing your hair to sunlight. € --,--





# BEST PICKS FOR

## CREATING VOLUME

The prebonded **Fill-In Silk Bond Extensions** are a perfect solution when wanting to create more volume. The Fill-In Bond Extensions blend beautifully into the hair and can be placed at specific points on the head, creating a very natural full head of hair.

## CREATING VOLUME FINE HAIR

Fine, thin hair needs a little more tender, love and care. **Silk Tape extensions** are perfect for this type of hair, due to the ultra-flat application. The ultra-flat 3 cm wide tapes can be placed anywhere on the head and are great for creating volume.

## ADDING COLOUR

Hair Extensions are the perfect solution for changing your hair colour without colouring your own hair. Mix two different extension colours to create more depth, or choose a colour that is entirely different to create high or low lights in a more daring share,

## CREATING LENGTH

Natural looking layered weft pieces that are perfect for lengthen the hair are the **DoubleHair Silk Extensions**. These 9 cm wefts integrate beautifully into the hair, allowing a lot of length to be added to the hair quickly.

These 100% Human Hair pieces are infused with Silk Protein are easy to maintain and suitable for all hair types.





## **SIGNATURE FRAGRANCE**

### THE SCENT UNFOLDS ON YOUR HAIR

Floral notes with a scent of vanilla and a warm base of cedar and sandal wood.





## LES ACCESSOIRES