

Olivier Rousteing Exits Balmain After 14 Years

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Olivier Rousteing has officially stepped down as Creative Director of the Paris-based fashion house Balmain, ending a 14-year tenure that reshaped the brand.

He took the role in April 2011 at just 25 years old and quickly became one of the most visible figures in contemporary luxury fashion.

A Legacy of Growth & Reinvention

Under Rousteing's leadership, Balmain underwent a major transformation:

- The brand's annual revenue reportedly rose from about €30 million in 2012 to nearly €300 million in recent years.
- He built what became known as the "Balmain Army" — a community of celebrities, influencers and fans around the brand, making runway shows high-glamour events targeted at a digital-native audience.
- Rousteing placed diversity and inclusivity at the heart of his casting and creative vision, challenging traditional luxury fashion norms.

What Led to the Departure

The Paris house confirmed that a "new creative organisation" will be announced in due course, signalling that the brand is entering a transition phase.

The departure comes amid a broader climate of change in the luxury sector.

Rousteing's own statement was grateful and forward-looking:

"I am deeply proud of everything I have accomplished, and infinitely grateful to my exceptional team at Balmain, my chosen family... As I look ahead to the future and the next chapter of my creative journey, I will always cherish this special time."

Significance for the Industry

Rousteing's exit is notable for several reasons:

- It ends one of the longest creative-director tenures in modern luxury fashion, a period characterised by high turnover.
- It marks a potential shift in Balmain's identity and strategy as the house prepares for a new phase. Thus under both new creative and business leadership.
- For Rousteing himself, the move opens up possibilities. At 40 years old, with a legacy at Balmain, he is now free to embark on new creative ventures.

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