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Meet Balmain's New Chief Executive Officer Massimo Piombini

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By Miya Jones

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Massimo Piombini has been named Balmain's new Chief Executive Director, and Piombini along with Creative Director, Olivier Rousteing, he aims to open up the Balmain brand to a wider audience.

Piombini is taking over the 72-year-old brand after Emmanuel Diemoz, who took over as the director back in 2000. In a statement from the company, they said Diemoz is leaving after years of "exemplary leadership" (so no shade there).

The Italian-born executive hopes to continue the growth of the company spearheaded by Diemoz. The company has seen a lot of growth gaining plenty celebrity attention and praise from celebrities like Kim Kardashian,

Kendall Jenner, J.Lo, Rihanna and Kanye West.

Balmain's new director is no stranger to the fashion business, having worked for Gucci, Bulgari, Boucheron and Bally. He has also worked as a member of Balmain's board of directors. On top of that, he was the worldwide commercial director for Valentino S.p.A.; so his resume pretty much makes him more than qualified, in my opinion.

In an interview with WWD, Rousteing talks about how the company is trying to make their mark in the latest wave of athleisure. "We want to put more denims, we want to bring more jersey in the collection, knitwear – something more casual, but still keeping it couture and luxury," says Rousteing. He also shared his excitement for Balmain's new addition to the company. "He's [Piombini] ambitious – that's what Balmain needs right now."

In addition to changes within the board, Balmain is adding a showroom at their new headquarters in Paris, making a comeback in the fragrance department and increasing the amount of stores they have worldwide. There have just opened their first store in New York and plan on opening locations in Miami and Los Angeles.

"There is a great opportunity in the market," says Piombini. "Balmain is one of the best hidden secrets, because it's not developed at full potential yet, and so with the support of Olivier and a structure that we have and that we are going to reinforce, I think we're going to have a great future."

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6	7	8	9	10	11	12
13	14	15	16	17	18	19

| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |