

**BRAVE KID SIGNS A LICENSING AGREEMENT WITH BALMAIN
FOR THE CHILDRENSWEAR LINE**

May 6, 2026 – Brave Kid, the OTB Group company with over 40 years of experience in childrenswear, and Balmain, the Parisian luxury fashion Maison founded in 1945 by Pierre Balmain, which embodies contemporary elegance while honoring more than 80 years of heritage, have signed a licensing agreement for the development, production, and exclusive worldwide distribution of childrenswear for boys and girls aged 0–16.

The partnership will commence with the Spring–Summer 2027 season and includes girls', boys', baby and newborn collections created and distributed by Brave Kid for Balmain.

With the addition of Balmain, Brave Kid further strengthens its brand portfolio, which includes OTB Group brands such as Diesel, MM6 Maison Margiela and Marni, as well as licensed brands including Dsquared2, N°21, MAX&Co. and MYAR. This partnership reaffirms the uniqueness and excellence of Brave Kid's know-how, enabling the company to interpret and bring to life the creative vision of each designer.

"We are proud to partner with Balmain on a project that so clearly reflects a shared commitment to quality, creativity, and long-term vision. At Brave Kid, our goal is to translate the strength of Balmain's heritage into a language that resonates with younger generations, combining innovation with a deep respect for the Maison's identity. This collaboration represents a meaningful opportunity to create products that are both authentic and relevant, building a solid and coherent path for the future" - **said Marco Perin, CEO of Brave Kid.**

The Spring–Summer 2027 collection is developed in continuity with the adult line, drawing on its iconic silhouettes and stylistic codes. Outerwear reinterprets Balmain tailoring through a functional approach for children, while preserving the Maison's DNA through distinctive details and material research. Prints are sourced directly from the Balmain archive. The collection is versatile and designed for every occasion, with a strong focus on ceremonial wear—also featured in the baby line—and is completed by a dedicated beachwear selection.

"This agreement marks an important step in Balmain's broader vision to extend its universe through carefully selected partnerships. We are particularly pleased to be working with Brave Kid, whose expertise and deep understanding of younger audiences make them an ideal partner. By bringing together Balmain's heritage and Brave Kid know-how, we are not only reinterpreting our codes through a contemporary lens but also reinforcing our long-term approach for licensing: one that is rooted in excellence, coherence, and the preservation of the House's distinctive identity, while thoughtfully engaging with new generations", **said Matteo Sgarbossa, CEO of Balmain.**

Brave Kid will oversee worldwide multichannel distribution and, starting next June, the collection will be available in the showrooms of Milan, Paris, and New York. From November 2026, the girls', boys', baby, and newborn collections will be distributed and available in Balmain flagship stores, on the e-commerce sites **balmain.com** and **bravekid.com**, and in the best specialist childrenswear retailers worldwide.

BRAVE KID

BALMAIN

PARIS

ABOUT BRAVE KID

With over 30 years of experience in the world of children's fashion, Brave Kid is OTB group's company specialized in the research, development, production and distribution of prêt-à-porter collections and accessories for children aged 0 to 16 years. Among the internationally renowned brands that make up the company's portfolio there are Diesel, MM6 Maison Margiela, Marni, Dsquared2, N°21, MYAR, and the newly arrived, MAX&Co. Furthermore, starting from 2021, bravekid.com is the online reference point for luxury clothing that dresses boys, girls, children, and babies with a truly unique style and personality.

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ABOUT BALMAIN

Balmain is a Parisian luxury fashion House founded in 1945 by Pierre Balmain, the visionary behind the iconic "New French Style." Under the creative direction of French-born designer Antonin Tron, the Maison embodies contemporary elegance while honoring more than 80 years of heritage. Rooted in savoir-faire, culture, and a signature sensual aesthetic, Balmain offers women's and men's ready-to-wear and accessories collections, along with Balmain Beauty and signature eyewear, all reflecting its unmistakable identity.

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