

rabanne is pleased to announce the appointment of olivier rousteing as creative director

paris, july 14, 2026 – today, rabanne welcomes olivier rousteing as creative director. building on a decade of remarkable transformation and sustained creative momentum, this appointment marks a significant new step in rabanne's evolution.

rooted in the pioneering vision of paco rabanne and strengthened by the maison's continued expansion across fashion and beauty, olivier rousteing's arrival opens a new phase of creative development—one that honors the house's distinctive yet subversive heritage while broadening its expression for the future.

under olivier rousteing's creative direction, rabanne will continue to expand its universe through new product categories, further shaping a comprehensive ecosystem where fashion, beauty and innovation exist in constant dialogue. by reinforcing the synergies between these expressions, the maison will continue to cultivate a singular and radical identity—one that reflects its ambition to inspire across disciplines while remaining true to its spirit of audacity, creativity and cultural relevance.

as rabanne looks ahead, this new chapter reflects the maison's commitment to evolving with purpose: building on its achievements, embracing new creative opportunities, and continuing to shape a contemporary vision of luxury for a global audience.

olivier rousteing's first show for rabanne will take place on march 2027.

"olivier rousteing's creative vision is bold, magnetic, and deeply connected to the energy of today. his unique ability to create fashion that celebrates confidence, and self-expression makes him a natural choice for rabanne. with olivier, we are opening a new chapter for the house."

ana trias, president, prestige & fashion brands of puig.

rabanne

“joining rabanne is a tremendous honor. this is a house that has always challenged convention, transforming bold ideas into creations that have shaped fashion history. its spirit of innovation, craftsmanship, and fearless creativity has inspired generations, and today it inspires me.

i step into this new chapter with deep respect for the maison’s extraordinary heritage and with excitement for everything we will build together. for me, fashion is about emotion, identity, and the confidence to express who we truly are. that belief feels deeply connected to paco rabanne and his enduring vision of freedom and individuality.

i look forward to working alongside the remarkable teams of the house to honor this unique legacy while shaping a future that is bold, inspiring, and open to new possibilities.”

olivier rousteing.

rabanne