

APPAREL AND ACCESSORIES

Bally looks to musician, artist for creative product interpretations

September 21, 2017



Bally's latest collection is designed by Swizz Beatz and Ricardo Cavolo. Image credit: Bally

By BRIELLE JAEKEL

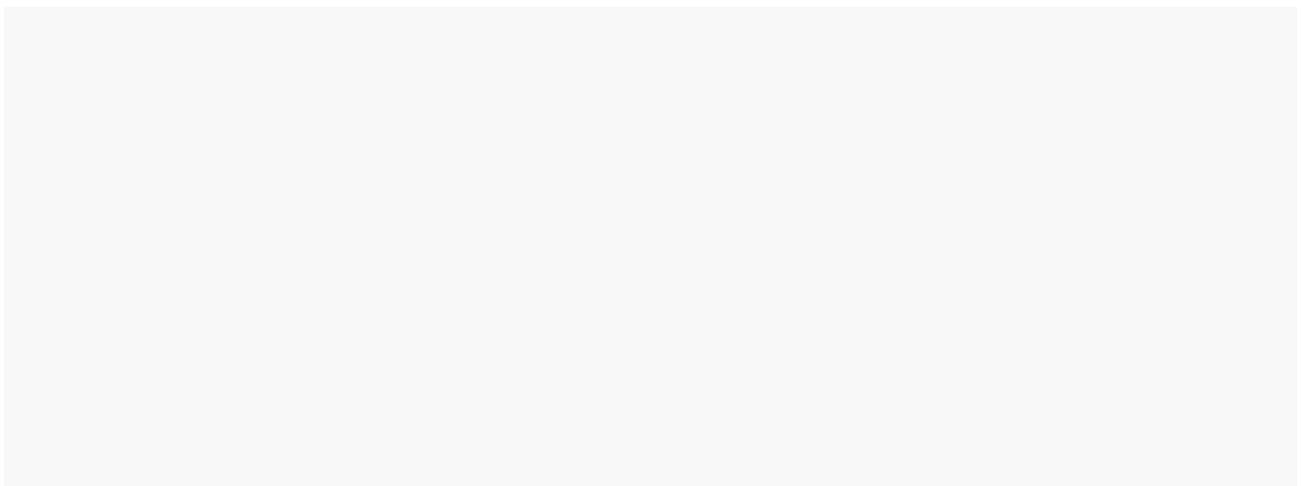
Swiss apparel and accessories maker Bally worked with two creative talents to design its latest collaboration, born from a conversation on Instagram.

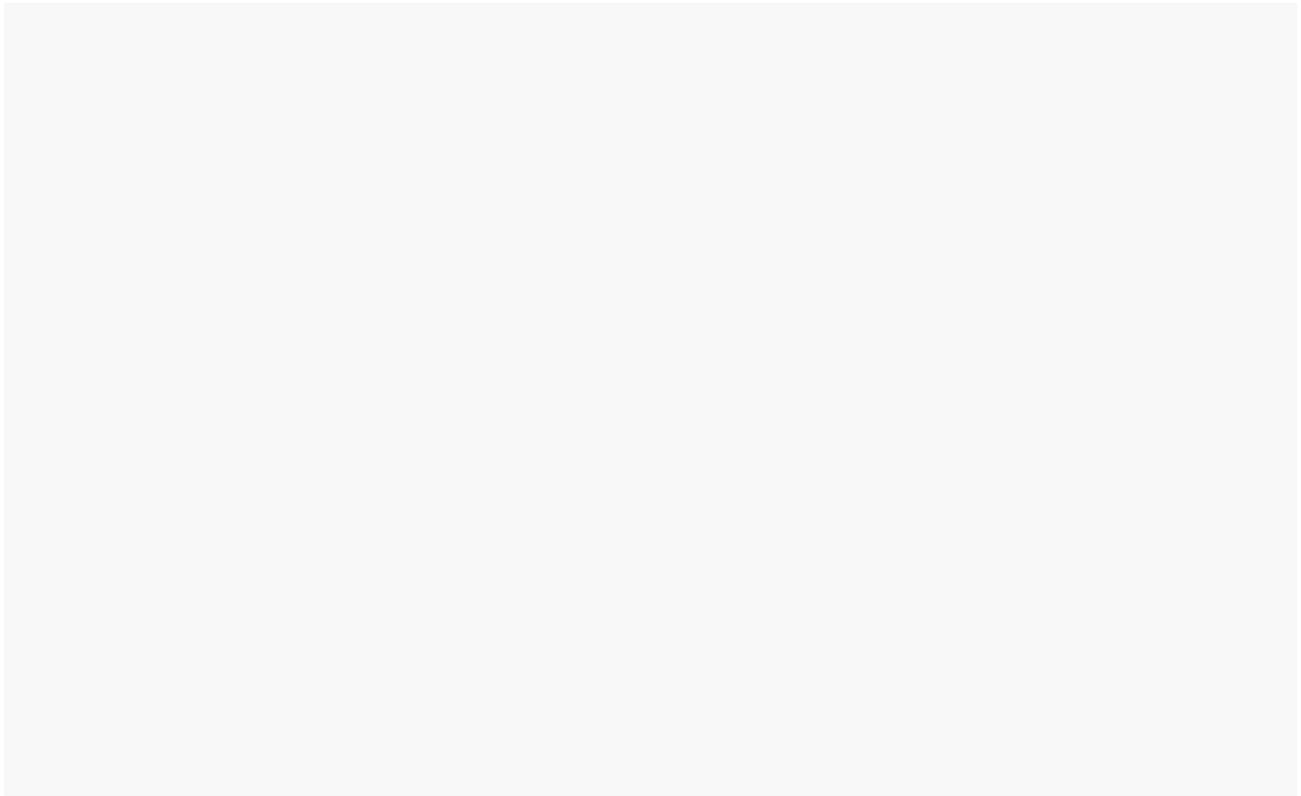
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Music producer Swizz Beatz and Bally have collaborated on a new collection that showcases the work of artist Ricardo Cavolo on accessories. The collaboration was created after Swizz Beatz sparked a conversation on Instagram with the comment: "Bally is back!"

Bally collaboration

Swizz Beatz has been working with Bally as an influencer and ambassador for the brand. The new collection is taking their relationship one step further, by allowing the music artist to act as the creative behind its designs.





Bally.com #ballyxswizz link in the bio for pre orders @ricardocavolo Unisex everything

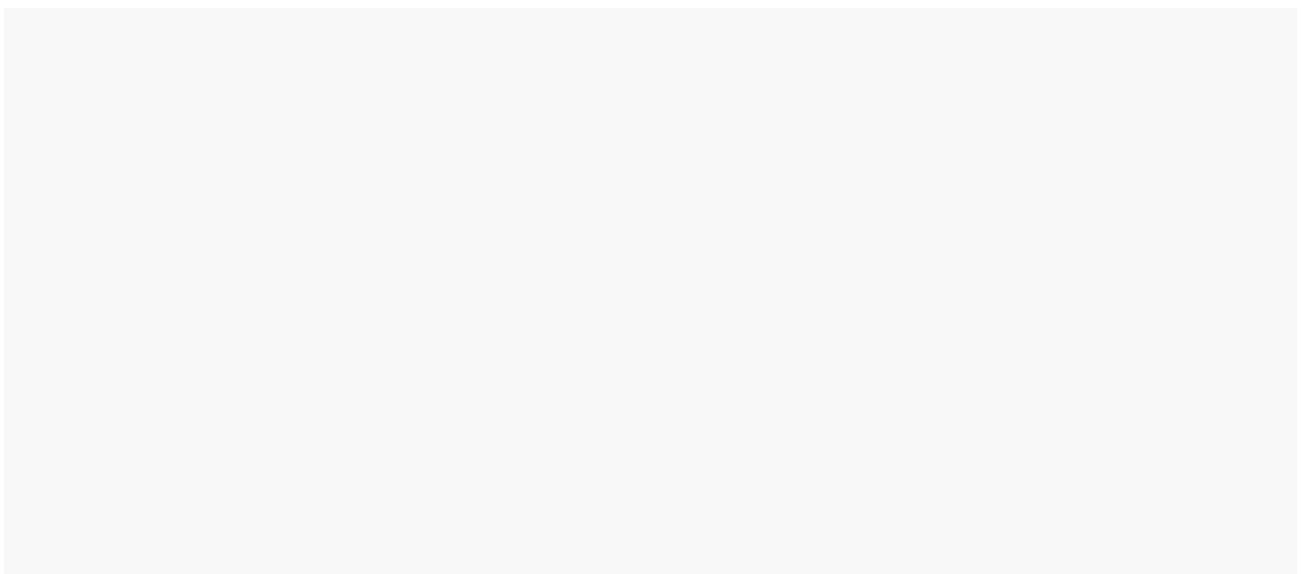
A post shared by therealswizz (@therealswizz) on Sep 19, 2017 at 11:02pm PDT

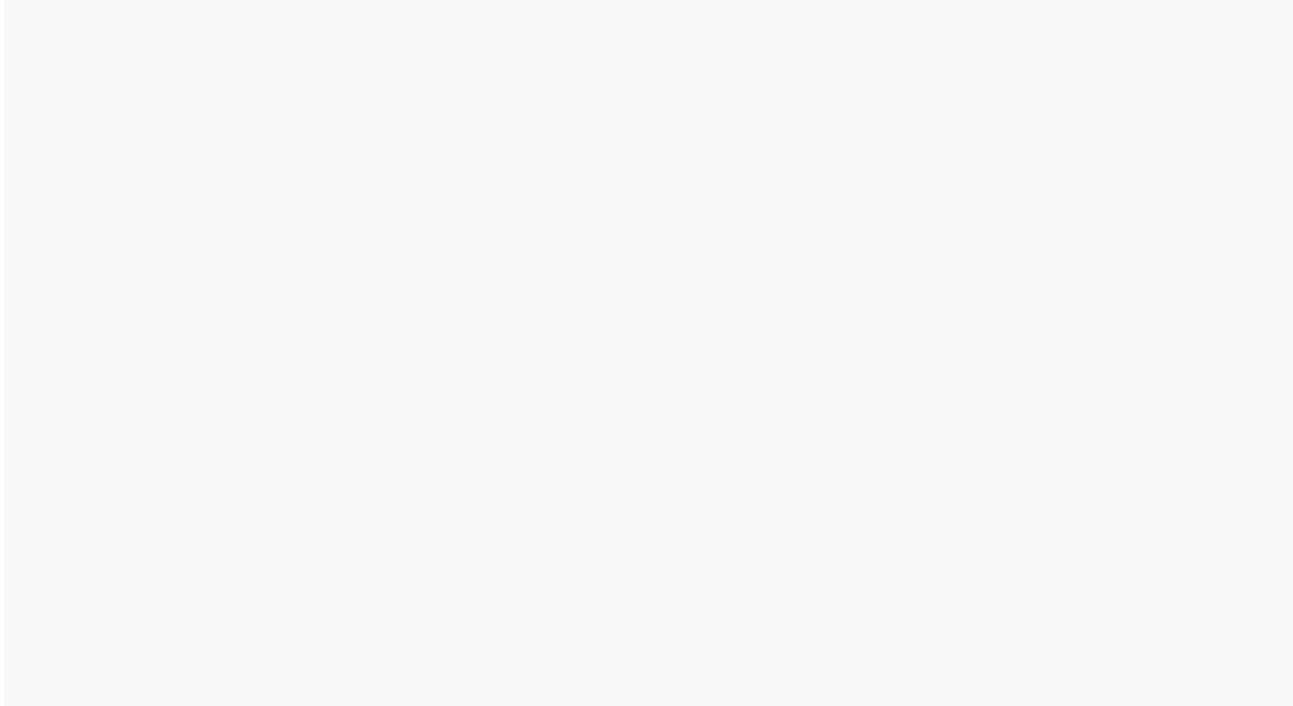
Footwear, a backpack, a leather jacket, luggage tag and a phone case are a few of the accessories designed by the music artist for Bally.

The accessories are unique and look for freedom of expression with artwork by Mr. Cavolo featured as the designs on the accessories. The Spanish artist had a previous relationship with Swizz Beats from when the two worked together on "No Commission," a project that looks to combine visual art with music.

Speaking of the Bally collaboration, Mr. Cavolo says, "Working with freedom and no borders means to work with that animal inside of us. These characters are sort of gods or shamans with his/her spirit animal as totems."

Bally has emphasized freedom of expression with this collection. The brand has worked to create "Instagrammable" accessories to help spread the promotion of the line, which is emphasized in an online gallery.





Dreams from the Bronx !!! #blessings It's time to turn it all the way up! Creative global mindset !!!

A post shared by therealswizzz (@therealswizzz) on Sep 16, 2017 at 4:18pm PDT

The collection is available for pre-order now, but will become available worldwide on Sept. 26 through Bally point of sales.

Bally and influencers

Bally often works to create an authentic image, and often taps influencers to help do so.

The Swiss apparel and accessories label recruited some prominent American social media influencers to introduce its new flagship store on Madison Avenue in New York.

On Instagram, the brand recruited three prominent influencers for a video and photo shoot showing them walking the streets of New York on their way to the new location. Along the way they showed off different luxury goods and accessories that can be purchased at Bally ([see more](#)).

Bally also took a throwback approach to its latest campaign, with a fashion photographer and model spearheading the effort reflective of an '80s music video.

The retro trendy video stars model Irina Shayk and was shot by fashion photographer Gregory Harris for a bold take on Bally's spring/summer 2017. Bally paired the well-known super model with up-and-coming male models for the quirky video that was film in London ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.