

APPAREL AND ACCESSORIES

Balenciaga walks platform Crocs down Paris Fashion Week runway

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Balenciaga Crocs for spring 2018 in pink. Image credit: Crocs

By STAFF REPORTS

French fashion house Balenciaga has put a high-fashion twist on the shoes consumers love to hate.

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During its Paris Fashion Week spring 2018 presentation, Balenciaga sent models down the runway wearing footwear by Crocs. The shoe, made of a foamy substance, is a polarizing footwear choice, since the clunky design is not necessarily considered fashion-forward.

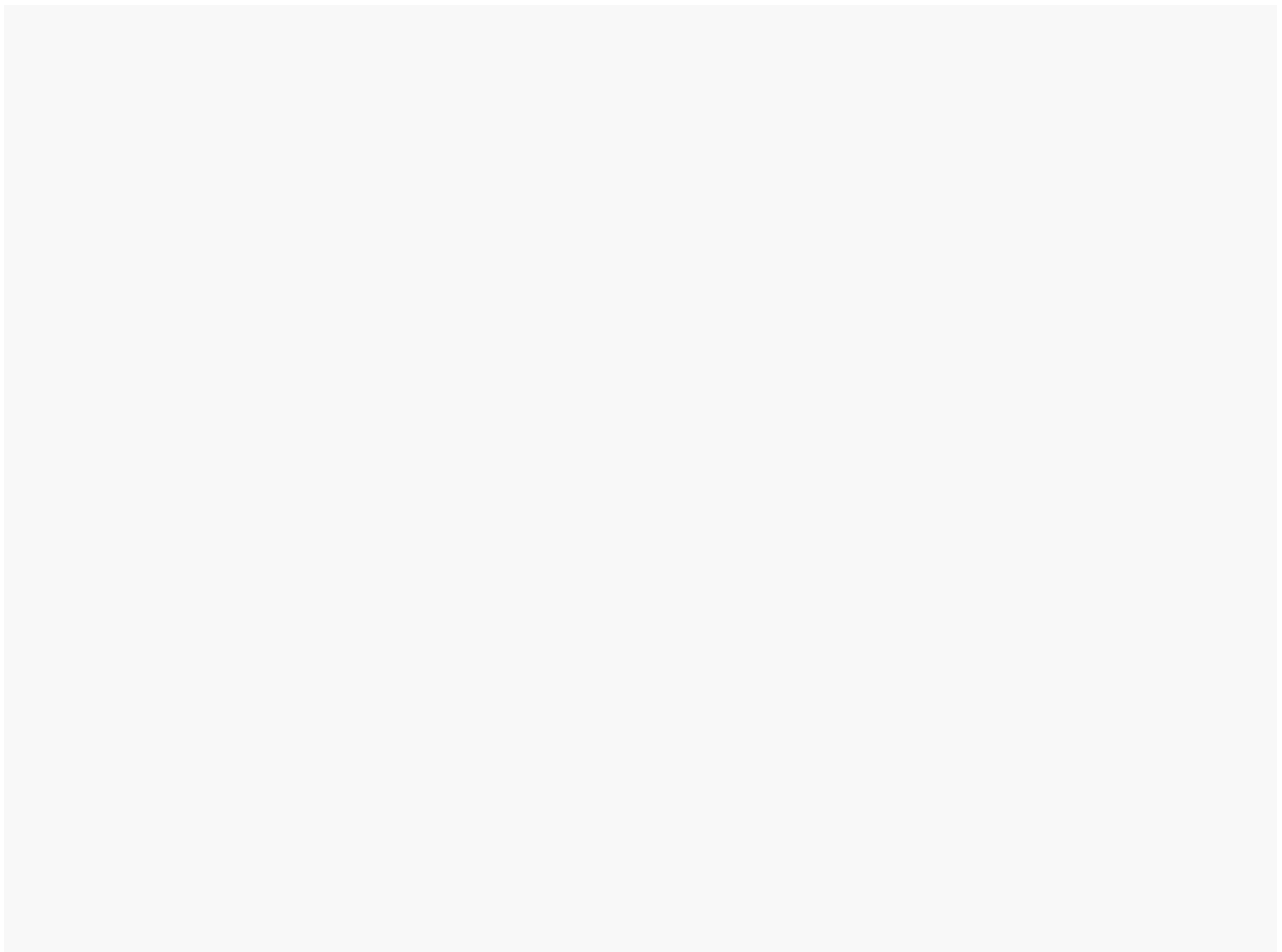
Slippin' on Crocs

Balenciaga's collaboration with Crocs is part of the brand's spring 2018 ready-to-wear collection.

Creative director Demna Gvasalia created a platform version of Crocs' slip-on sandal. In addition to the platform Crocs, available in bright colors such as yellow and pink, Balenciaga's foam slip-ons can be customized.

Balenciaga has designed exclusive rubber pins for the collaboration. Similar to the kids' DIY decorating concept, Balenciaga consumers can use the holes on the top of Crocs to customize the shoe.

Options include the Balenciaga logo and back-to-back letter Bs in either gold or black-and-white.



@balenciaga just brought the Crocs game to new heights. Swipe to get a second look at the shoe they sent down the runway in Paris.

A post shared by Crocs Shoes (@crocs) on Oct 1, 2017 at 8:23am PDT

Crocs, which has seen a downfall in sales recently, likely benefited from the high-fashion association. Balenciaga, though, was not the only fashion brand to use the brand's footwear during its runway show. Fellow Kering-backed designer Christopher Kane also showed decorated Crocs at London Fashion Week.

Earlier this year, Swedish home furnishings maker IKEA has created a cheeky guide to help consumers unable to tell the difference between its .99 cent tote from Balenciaga's \$2,000 handbag.

IKEA's Frakta plastic weave tote bag is identifiable by its blue color and branded handles and is quite often the go-to for both students and professionals alike in need of a laundry or grocery bag. Last week, a very similar style of handbag was debuted by French fashion house Balenciaga, but for a much steeper price and made of better quality materials ([see story](#)).

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