

APPAREL AND ACCESSORIES

## Givenchy to dress Jay-Z and Beyonc for world tour

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*Beyonc and Jay-Z's On the Run II tour goes until July. Image credit: Givenchy*

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By STAFF REPORTS

French fashion house Givenchy will be dressing power couple Beyonc and Jay-Z for their upcoming On the Run II tour.

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The LVMH-owned label will dress both artists for the entirety of the tour, furnishing them with costumes and specially designed pieces made exclusively for these performances. Givenchy has worked with both Beyonc and Jay Z separately and together in the past, with this tour further cementing the relationship between the recording artists and the fashion house.

### On the Run

Over the past five years, there has been a growing crossover between the worlds of high-fashion and hip-hop.

The popularity of brands such as Gucci, Dior and Givenchy with hip-hop artists has grown exponentially since then. Just as these artists more frequently reference and collaborate with high-fashion luxury brands, those same brands have begun incorporating more hip-hop-inspired styles into their designs.

Givenchy has worked with Jay-Z and Beyonc for the first On the Run tour. Additionally, Riccardo Tisci, who was creative director of Givenchy until earlier this year, designed the album cover for Kanye West and Jay Z's album Watch the Throne in 2011.



*Jay-Z and Kanye West's Watch the Throne album cover. Image credit: Roc-A-Fella Records*

Now, Givenchy has returned to help design clothing for Jay-Z and Beyonc's latest blockbuster world tour.

The clothes were inspired by the brand's spring/summer 2018 collection and feature a matte white tuxedo for Jay Z and a bodysuit with detachable skirt for Beyonc.

Givenchy has also incorporated hip-hop music into its own marketing. Last year, Givenchy released a television spot for its Eau De Toilette with the help of husband and wife pair Aaron and Sam Taylor-Johnson.

The short film is based on the hip-hop song "Enjoy Yourself" by A+ and features Mr. Taylor-Johnson in the lead role. The film takes what is typically a standard setup for a luxury video ad and turns it on its head with the addition of hip-hop music and an elaborate dance number ([see story](#)).

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