

APPAREL AND ACCESSORIES

Balenciaga struts out new sneakers at Selfridges

August 27, 2018



Balenciaga's Track sneaker. Image courtesy of Balenciaga

By STAFF REPORTS

Kering-owned fashion label Balenciaga is setting up shop at Selfridges' London flagship in September.

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The Balenciaga Track takeover at the Selfridges Corner Shop will premier the high-tech shoe of the same name. Since creative director Demna Gvasalia took the helm of Balenciaga, the brand's shoes have become hot items, selling out and causing a frenzy as consumers attempt to get their hands on them ([see story](#)).

On track

Balenciaga's pop-up will include new artwork from Mark Jenkins and an installation.

The Balenciaga Track is new for the winter 2018 season. Available in four color ways, the shoe leverages hiking and running technology for a style that is both fashionable and functional.

From Aug. 23 to Sept. 3, consumers can go to [BalenciagaTrack.com](#) to pre-select items from the collection and register for the by-appointment launch.

When the pop-up opens on Sept. 3, consumers will no longer be able to indicate particular styles through the site, but they will still be able to book times to visit the store.

The takeover will be up through Sept. 23.



Selfridges' Corner Shop. Image credit: Selfridges

Selfridges' latest retail concept borrows from the typical British tradition of the corner shop with an eclectic mix of products of luxuries big and small.

Opened Nov. 29, Selfridges' Corner Shop and is located at its London flagship on the corner shared between Oxford and Duke Streets. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items both necessary and non-essential ([see story](#)).

Since opening last fall, the shop has housed collaborations from The Rolling Stones and Fendi, among others.

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