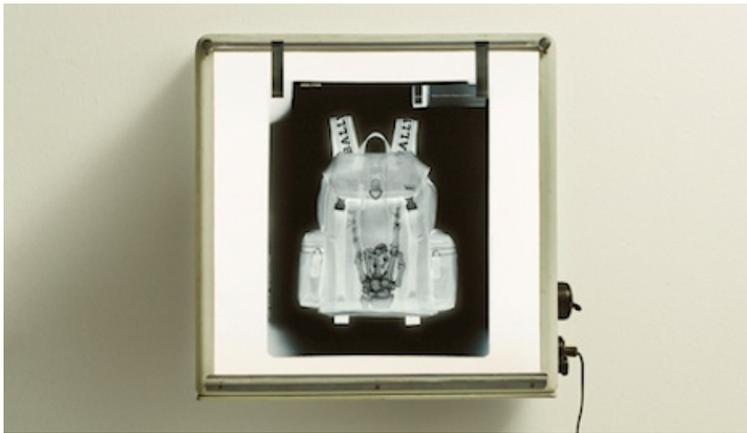


APPAREL AND ACCESSORIES

## Bally looks to Swizz Beatz, Shock-1 for wearable art

October 12, 2018



*Bally looks to Swizz Beatz and Shock-1 for a capsule. Image credit: Bally*

By BRIELLE JAEKEL

Swiss apparel and accessories label Bally is continuing its move into streetwear through a three-part collaboration that turns unique art into wearable pieces.

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In his latest partnership with Bally, Kaseem Deen, better known as music producer Swizz Beatz, imagined a collection with artist Shok-1. Launching on Oct. 10, the streetwear-infused collection features specially designed accessories and apparel with the artist's work.

Street art to streetwear

In an effort to connect with the vast potential of the hip-hop community, Bally has been working with Swizz Beatz in special collaborations.

The music producer is back again for the brand's latest capsule collection with a campaign that showcases its uniqueness.

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Shibuya transformed today with a new work 'Monster X' by @shok\_1 Stay tuned for coverage of the #BALLYxSWIZZxSHOK1 Tokyo launch. \_@therealswizzz @SHOK\_1 #BALLYxSWIZZxSHOK1 Image by: @seiya103

A post shared by Bally (@bally) on Oct 9, 2018 at 8:07am PDT

### *Instagram post from Bally*

Using a form of art and science, Shok-1 creates X-ray paintings. The collection for Bally will feature ready-to-wear clothing and accessories leveraging different forms of 3D and UV printing.

For instance, a pair of sneakers features an X-ray of a hand making the "Rock On" gesture, available in both black and white.

A special video created for the collection launch features futuristic electric musical tones, showcasing the art.

However, in an interesting move, the film never shows the actual products, only the special X-ray art created by Shok-1. Images such as the skeleton of a bee, a human skull version of Pac-Man and the hand in the midst of the "Rock On" shake appear.

These images are not completely random pieces of art, but those that are featured on a variety of products for the collaboration. For instance, the Pac-Man skull is available on a men's leather bi-fold wallet for \$350 and a pair of slider sandals as well as appearing as a pattern on sneakers.

The bee is also featured on a variety of sneakers as well. The sneakers range in price from \$395 to \$425 and \$475, depending on pattern, style and color.

Shock-1's artwork is also featured on a number of bags including clutches, backpacks, totes and fanny packs. Jackets, pants, polos, socks, hats and lanyards are also available.

[View this post on Instagram](#)

#BALLYxSWIZZxSHOK1 is online to shop now, at [bally.com](http://bally.com) \_ @therealswizz @SHOK\_1 #BALLYxSWIZZxSHOK1

A post shared by Bally (@bally) on Oct 10, 2018 at 7:57am PDT

### *Instagram post from Bally*

#### Bally and modern style

Bally has been embracing its place in the hip-hop community. Earlier this year, the label reintroduced an iconic design for today with a streetwear-style launch.

Originally introduced in 1991 to celebrate the Swiss federation's 700th anniversary, the Bally Animals design got an update as the motif is placed across ready-to-wear, shoes and accessories. Intended to pay homage to the hip-hop scene of the 1990s that developed out of New York and New Orleans, Bally's collection simultaneously honors its heritage ([see story](#)).

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

Music producer Swizz Beatz and Bally first collaborated on a new collection that showcased 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!" ([see story](#)).

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