

APPAREL AND ACCESSORIES

## Gucci, Balenciaga join forces for runway show

April 15, 2021



*Gucci x Balenciaga runway debut. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Kering-owned fashion houses Gucci and Balenciaga have officially confirmed the rumors from earlier this week with a special film debut.

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In celebration of Gucci's 100th anniversary, creative director Alessandro Michele deeply examined the history of the brand for the "Aria" collection and show. Instead a collaboration, Mr. Michele "hacked" Balenciaga creative director Demna Gvasalia, swiping a selection of his designs for the "Aria" debut.

"Crossing this threshold, I have plundered the nonconformist rigor of Demna Gvasalia and the sexual tension of Tom Ford," said Mr. Michele, in a statement. "I have lingered over the anthropological implications of what shines, working on the brightness of fabrics and have celebrated the equestrian world of Gucci transfiguring it into a fetish cosmogony.

"I have sublimated Marilyn Monroe's silhouette and old Hollywood's glamor and have sabotaged the discreet charm of the bourgeoisie and the codes of men's tailoring."

### Forces of fashion

Released April 15, the 15-minute runway film opens with a model walking into a venue called "Savoy Club," a tribute to London's Savoy Hotel, where Guccio Gucci worked as a bellhop.

The model wears a red velvet suit, similar to the ensemble from Tom Ford's fall 1996 Gucci collection.

The film features cross-branded pieces such coats, bags and various accessories.

The soundtrack to the runway film featured Gucci-themed songs produced over the years, including Lil Pump's "Gucci Gang," Rick Ross and Future's "Green Gucci Suit," Bhad Bhabie and Lil Yachty's "Gucci Flip Flops" and more.

A supplemental playlist of songs featuring the word Gucci, which speaks to the power of the brand and how much it has contributed to pop culture vocabulary, is available on Spotify and Apple Music.

Despite rejecting this project as a collaboration or capsule collection, neither Gucci nor Balenciaga are

collaboration novices.

In December, Gucci Gucci released a nature-inspired campaign showcasing its collaboration with outdoor recreation brand The North Face. Based on the notion that travel leads to self-discovery, the collaboration aimed to empower people in their quest to celebrate and express their own characters and personalities ([see story](#)).

In 2017, Balenciaga put a high-fashion twist on the shoes consumers love to hate, Crocs. During its Paris Fashion Week spring 2018 presentation, Balenciaga sent models down the runway wearing the foamy shoes ([see story](#)).

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