

APPAREL AND ACCESSORIES

## Balenciaga opens its first retail outpost in Brazil

April 21, 2021



*Balenciaga is opening its first retail outpost in Brazil and South America at JK Iguatemi mall in So Paulo. Image credit: Carbondale Architecture*

By LUXURY DAILY NEWS SERVICE

French fashion label Balenciaga has opened its first retail outpost in South America, debuting at the JK Iguatemi mall in So Paulo.

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The 1,948 square feet boutique will present the latest collections by Demna Gvasalia, creative director of Balenciaga. Although the brand has a presence in more than 21 countries, this is its first bricks-and-mortar store in South America and it will carry a full selection of men's and women's ready-to-wear, accessories, shoes, jewelry, eyewear and bags.

### Balenciaga in Brazil

Brazil holds a prominent customer base for Balenciaga, and for years consumers have traveled abroad to acquire products from the brand.

The brand joins Gucci, Prada, Burberry, Bulgari, Chanel, Bottega Veneta and other luxury retailers at JK Iguatemi. The shopping mall is located in the Brazilian city's financial center.

Balenciaga will also be available for purchase in Iguatemi's newest 365 platform, giving the brand a presence in the ecommerce sector.



*The new store will retail looks from the summer 2021 collection. Image credit: Balenciaga*

Last week, Balenciaga announced some collaborative work with Gucci, after weeks of speculation that the two Kering-owned houses had plans.

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's Mr. Gvasalia, swiping a selection of his designs for the "Aria" debut ([see story](#)).

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