

APPAREL AND ACCESSORIES

Balenciaga hacks Gucci for its SS22 collection

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Pieces of the new collection mimic iconic Gucci motifs. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

Kering-owned French fashion house Balenciaga is considering the shifting sense of reality through the lens of technology with its latest collection.

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The Balenciaga Clones collection and presentation aims to bring to the light the way technology creates alternate realities and identities, blurring the lines between unedited and altered, genuine and counterfeit, tangible and conceptual, fact and fiction. The season introduces a range of new shapes and wearable concepts and functional accessories, as well as conceptual interpretations of Gucci's recognizable signatures as Balenciaga products.

Hacked edit

Neither of the brands are referring to these as collaborations or capsule collections, rather a hack of each other's creative visions and brand heritage.

The Hacker Project presents pieces that merge Gucci and Balenciaga House codes and in so doing explores and questions the ideas of authenticity, counterfeiting and appropriation within the fashion industry.

Balenciaga reinterprets notable Gucci codes for its latest commentary on technology and identity

An archival double-G diamond monogram design is transformed to consist of double-B logos in Gucci's iconic tone-on-tone palette on a variety of leather goods and classic accessories. The line, which also includes limited edition bags hand-tagged with This Is Not a Gucci Bag, will be in stores starting in November of 2021.

Rumors of a potential collaborative collection between the two brands were confirmed when Gucci released a 15-minute runway film on April 15 featuring Gucci, Balenciaga cross-branded pieces such coats, bags and various accessories.

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 of a collaboration, Mr. Michele "hacked" Balenciaga creative director Demna Gvasalia, swiping a selection of his designs for the "Aria" debut ([see story](#)).

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