

APPAREL AND ACCESSORIES

Balenciaga returns to social media with Justin Bieber

July 23, 2021



Balenciaga has gone full Bieber, naming the Grammy award-winner the face of its fall campaign. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house Balenciaga has tapped Grammy-winner Justin Bieber as the new face for its fall 2021 campaign.

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After wiping its social media channels clean earlier this week, Balenciaga has posted 10 photos on Instagram and one video on Twitter, garnering excitement for the new offerings, with Mr. Bieber at the helm of it all. With photos and videos shared on Balenciaga's Instagram and Twitter, Mr. Bieber can be seen fashioning an oversized leather jacket, hoodie and track pants alongside the Runner sneaker and classic Neo bag.

Bieber x Balenciaga

Mr. Bieber, an award-winning Canadian singer and one of the most famous people in the world, is not a stranger to Balenciaga or other revered fashion brands.

Last month, during a trip to Paris during which Mr. Bieber and his wife met French president Emmanuel Macron Mr. Bieber was photographed wearing a Balenciaga hockey jersey. Some even speculate that the campaign material was shot during this trip.

Justin for Balenciaga pic.twitter.com/2OnqfB8XJA

Balenciaga (@BALENCIAGA) [July 23, 2021](#)

In 2020, the Grammy-winner became the face of Calvin Klein after posing for a campaign alongside his wife the year before. He also collaborated with shoe manufacturer Crocs, with his collection selling out minutes within being released online.

Mr. Bieber's merchandise from the "Purpose" tour in 2016 was also sold at retailers including Barneys, H&M and Forever 21.

A short film for the new campaign shows the star fashioning the red and white Balenciaga shoes, then dramatically presenting the Neo bag after soulfully looking into the camera. Mr. Bieber brings a certain level of star power and style to Balenciaga's latest push.

The last time Balenciaga tapped a prominent celebrity for a campaign was in 2020 when Grammy-award winner Cardi B showcased offerings on a billboard at the Louvre in Paris.

Balenciaga is having quite the year, with celebrity ambassadors, innovative pushes and collaborations with other labels.

In June, Balenciaga "hacked" Gucci. The Balenciaga Clones collection and presentation aimed 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 introduced a range of new shapes and wearable concepts and functional accessories, as well as conceptual interpretations of Gucci's recognizable signatures as Balenciaga products ([see story](#)).

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