

APPAREL AND ACCESSORIES

Gucci, Balenciaga launch Hacker Project pop-ups, collection

November 16, 2021



Saks Fifth Avenue will host a series of Hacker pop-ups at several locations. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

Kering-owned fashion houses **Gucci** and **Balenciaga** have revealed a new pop-up series and capsule collection for their joint Hacker Project.

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The new collection from the two houses meld Gucci and Balenciaga silhouettes and codes, creating something classic yet fresh. Items include puff jackets, caps, socks, handbags and more with a rework of Gucci's GG logo, transformed into a double B.

Hacker

The full Hacker Project from Gucci and Balenciaga is available for purchase now on both brands' ecommerce sites.

The Hacker Project series first debuted during Gucci's spring 2022 runway show, and in 74 physical spaces worldwide, unique displays and structures will feature the Balenciaga pieces that reinterpret Gucci style codes. The overall collection is a commentary on branding, appropriating and counterfeiting.

Balenciaga and Gucci meld codes and style for The Hacker Project

In celebrating the collection, U.S. department store chain Saks and Balenciaga are collaborating on a series of Hacker pop-ups at several locations, including the retailer's New York flagship. At the pop-ups, consumers can experience the Hacker series and shop the collection which includes women's and men's ready-to-wear, handbags and accessories.

Balenciaga's style ethos will be woven throughout the pop-up shops with logo-shaved carpet, velvet stage curtains and weathered metal. Carpets and curtains are also etched with Gucci all-over print but with double-Bs replacing the double-Gs.

Consumers can also purchase double-B monogram shopping bags, hand-tagged by a local artist at the time of purchase at select stores. They can choose between customized bags or bags that read "This Is Not A Gucci Bag."

The Saks x Balenciaga Hacker Project pop-ups will be live for a limited time in Saks' New York and Houston

locations now through Dec. 15 and in Saks' Atlanta and Troy locations from Dec. 15 through Jan. 15.

Other pop-up locations include Miami Design District Paradise Plaza, Holt Renfrew Yorkdale, as well as pop-in locations at Gucci's Wooster Street store, Gucci Beverly Hills, Gucci Chicago and Costa Mesa South Coast Plaza.

In April, Gucci and Balenciaga officially confirmed the rumors of a collaboration with a special film debut.

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 ([see story](#)).

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