

APPAREL AND ACCESSORIES

## Balenciaga teams up with Yeezy Gap

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*Demna Gvasalia and Ye team up for Gap collection. Image credit: Yeezy Gap*

By LUXURY DAILY NEWS SERVICE

Kering-owned fashion house Balenciaga has partnered with Yeezy Gap to embark on a new creative journey Yeezy Gap Engineered by Balenciaga.

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With Kanye West, who now formally goes by Ye, at the helm, Yeezy Gap brings together his creative vision and the values and history of an iconic American brand, Gap. Now in collaboration with Balenciaga creative director Demna Gvasalia, Yeezy Gap Engineered by Balenciaga aims to carry out both designers' visions for design.

Engineered by Balenciaga

Balenciaga has not yet issued a statement about the collection on its social media accounts, as it is still promoting its Year of the Tiger series and Lunar New Year-inspired collection ([see story](#)).

However, on Friday morning, Yeezy Gap issued a release and posted an image of a signed contract, which includes signatures from all three companies: Gap, Yeezy and Balenciaga.

[View this post on Instagram](#)

A post shared by YEEZY x GAP (@yeezyxgap)

The collection will be available globally in June 2022, with more drops coming later in the year. Yeezy Gap will continue releasing other collections.

Yeezy and Gap announced their 10-year partnership in June 2020, which, as Gap states, "brings Yeezy apparel to the people." In April 2020, Yeezy was valued at \$2.9, then in March 2021, Bloomberg [reported](#) it was worth \$3.2-\$4.7 billion.

The Yeezy Gap Engineered by Balenciaga collaboration comes at a good time for both brands.

In October 2021, Balenciaga topped the Lyst Index of fashion's hottest brands for the first time since 2018, dethroning fellow Kering-owned label Gucci, likely due to its unique campaigns and collaborations ([see story](#)).

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