

APPAREL AND ACCESSORIES

Balenciaga, Yeezy Gap take over Times Square

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Yeezy Gap Engineered by Balenciaga collection is available for purchase. Image credit: Gap, Inc.

By LUXURY DAILY NEWS SERVICE

Kering-owned fashion house **Balenciaga** and Kanye West's Yeezy Gap have officially brought their creative collaboration to physical retail.

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In an Instagram post, Yeezy Gap announced that the two brands, which have collaborated on the Yeezy Gap Engineered by Balenciaga apparel collection, are taking over Gap's Times Square flagship store in Manhattan. Until 10 p.m. EST on July 21, products from the collection are available in-store for the first time.

Engineered by Balenciaga

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.

[View this post on Instagram](#)

A post shared by YEEZY x GAP (@yeezyxgap)

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 billion, then in March 2021, Bloomberg **reported** it was worth \$3.2-\$4.7 billion.

In collaboration with Balenciaga creative director Demna Gvasalia, a partnership that was announced at the beginning of this year, Yeezy Gap Engineered by Balenciaga aims to carry out both designers' visions for design (**see story**).

The collection of T-shirts and sweatshirts ranges from \$80-\$240.

To promote the launch of the collection, the two brands imagined a new digital game concept, bringing virtually rendered avatars to life. It is available at yeezygap.com.

The initial release of the collection is available for purchase at both brands' websites and Balenciaga's online partners Farfetch, Mytheresa and Luisa Via Roma.

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