

APPAREL AND ACCESSORIES

Kim Kardashian fashions Balenciaga's new collection in latest campaign

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Kim Kardashian stars in the new winter-themed campaign for Balenciaga. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is getting frosty in its winter 2022 campaigning, spotlighting one of the most famous stars in the world.

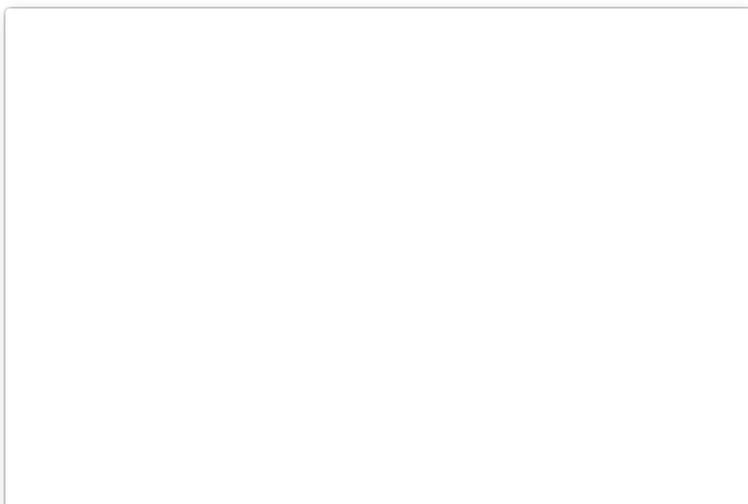
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The star of the French fashion house's latest campaign is American media personality and business owner Kim Kardashian. Ms. Kardashian has taken over Balenciaga's Instagram page, highlighting the 360 Collection which made its debut at Paris Fashion Week last March.

Winter is coming

In typical Balenciaga fashion, the house's Instagram feed was wiped clean to spotlight the new campaign. Designed by Balenciaga's creative director Demna Gvasalia, the collection shines in a powerful winter-themed campaign.

In one image, Ms. Kardashian appears in a light-blue spandex Swimsuit Gown, dramatically posing atop water as lighting strikes behind her.



[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga)

Ms. Kardashian and Balenciaga are not afraid of the cold

Ms. Kardashian is no stranger to the luxury world, as Italian fashion house Fendi teamed up with the mogul's undergarments brand Skims for a line of upscale ready-to-wear and shapewear in 2021. The collection included shapewear, hosiery, beachwear, accessories and more ([see story](#)).

The campaign continued to reveal itself as star-studded, as American actress Alexa Demie also modeled the new collection in images shot by photographer Daniel Roch. Ms. Demie appears in one shot in a long coat in a material that resembles fur, and in another fashioning a Balenciaga bag on a snow-covered New York street.

Others modeling Balenciaga's latest include Korean-American rapper Big Matthew, model Khadim Sock and South Korean professional volleyball player Kim Yeon-koung.

The new collection is wide-ranging, offering apparel must-haves like maxi dresses and sweaters, while also being rich in accessories including XL earrings, pouches and more. Consumers can peruse the collection and accompanying imagery on [Balenciaga.com](https://www.balenciaga.com).

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