

APPAREL AND ACCESSORIES

Balenciaga curates playlist, designs merch for new music collaboration

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Nary a Balenciaga activation is run-of-the-mill, as Kering's golden child continues to prove its uncompromisingly unconventional cool. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is adding music to its extensive repertoire mix with the release of an Apple Music playlist and accompanying band merch.

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The luxury leader is partnering with Portland-based orchestral band Pink Martini on an exclusive playlist, curated by its members and hosted on Apple Music. In tandem, limited-edition Balenciaga x Pink Martini merchandise has been pushed live online and is available at Balenciaga boutiques.

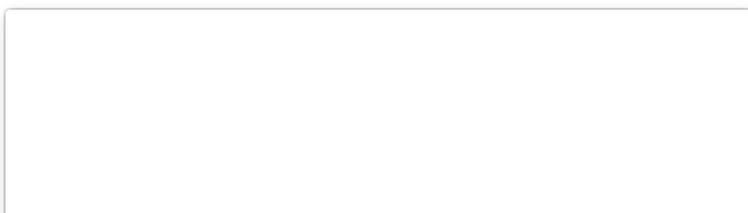
Audio files

"Pink Martini for Balenciaga Music" is the house's latest project, for which it is reaching across the audio aisle and making use of its curator capabilities.

Shrouded in a mystique typical of house creative director Demna Gvasalia's approach to brand initiatives, Balenciaga's social strategy only allows for one announcement at a time. Thus, the brand's announcement came in the form of a set of corresponding digital assets, which appeared this morning as the sole content featured the rest of the feed had been wiped.

In dedicated campaign videos and imagery shot by photographer Francois Prost, Pink Martini fans take to a custom stage in the limited-run unisex merch.

Mr. Gvasalia's love of reclamation is present once again, as a set emblematic of stateside competition shows like "American Idol" and "The X Factor" back the seemingly authentically-enthused singers doubling as campaign stars.



[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga)

The streetwear capsule, definitive in its subgenre, comprises 100 percent cotton hoodies and long-sleeve tees which center the Pink Martini logo and feature the words "Balenciaga Music Merch" just below.

According to the luxury brand, additional iconography references the band's albums "Hang On Little Tomato" and "Je dis oui! ", its song "Je ne veux pas travailler" and the cities in which each of the members of Pink Martini were raised.

Born of Mr. Gvasalia's own audiophilic leanings, the effort also features a playlist with tracks chosen by the band. Previous iterations and exclusive drops have seen input from notables like German Neue Deutsche Hrtend band Rammstein and American entertainer RuPaul.

Nary a Balenciaga activation is run-of-the-mill, as Kering's golden child and Q1's hottest fashion brand ([see story](#)) continues to prove its uncompromisingly unconventional cool.

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