

APPAREL AND ACCESSORIES

Balmain powers AI sneaker partnership

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The brand is melding the physical and digital once again with its latest release. Image credit: Balmain

By LUXURY DAILY NEWS SERVICE

French label **Balmain** is driving forward its technology push with its latest collaboration.

In partnership with American artist Ant Kai, the house presents a new limited-edition take on the Unicorn sneaker, now taking on blue hues and a sky motif. Granting the drop a computer-generated edge, digital fashion company Space Runners is providing a non-fungible token, or NFT, version of the shoes with each purchase.

Phygital property

Balmain is melding the physical with the digital once again with this release.

Web 3 is playing a big role, with purchasers of the footwear receiving a chance at a customizable metaverse edition of the Unicorn collaboration powered by generative AI. Continuing the brand's dedication to technological innovation, cryptocurrency is a valid source of payment for consumers to use for the drop.

Balmain x Ant Kai just dropped. The limited-edition collab blends craftsmanship, art, and technology in a way that only Balmain can. [#BALMAINxANTKAI@highsnobiety, @SpaceRunnersNFT https://t.co/dPjN4T3vfN](https://t.co/dPjN4T3vfN)
pic.twitter.com/oLQVW9rbFP

Balmain (@Balmain) December 6, 2023

Creating a new take on the maison's best-selling footwear design, Mr. Kai is no stranger to the sneaker world.

The talent has gained quite the following on social media. He is now known for crafting custom kicks for noteworthy celebrities like American actor Michael B. Jordan, American actress Chloe Grace Moretz and, among others, American artist Daniel Arsham, a frequent tap among luxury labels ([see story](#)).

The Balmain x Ant Kai Unicorn Sneakers are available now on the label's [website](#) and retail for \$1,195. The shoes come in men's and women's versions, numbered to reflect their limited nature.

The brand recently launched another digital partnership with American technology company Bods, allowing customers to try on house classics in a 3D fitting room ([see story](#)).

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