

APPAREL AND ACCESSORIES

Balenciaga, Lamborghini rev up ready-to-wear collaboration

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Promoting the partnership, the French fashion house is rolling out various activations, including outdoor displays of custom Revuelto supercars. Image courtesy of Balenciaga

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** and Italian automaker **Lamborghini** are presenting a set of codesigned styles.

This week, the brands are revealing a ready-to-wear, accessories, leather goods and jewelry collection that combines high-performance design codes with those of the modern luxury maison. The Balenciaga | Automobili Lamborghini collection pieces are now available in select Balenciaga stores, and online at [balenciaga.com](https://www.balenciaga.com) and [balenciaga.cn](https://www.balenciaga.cn).

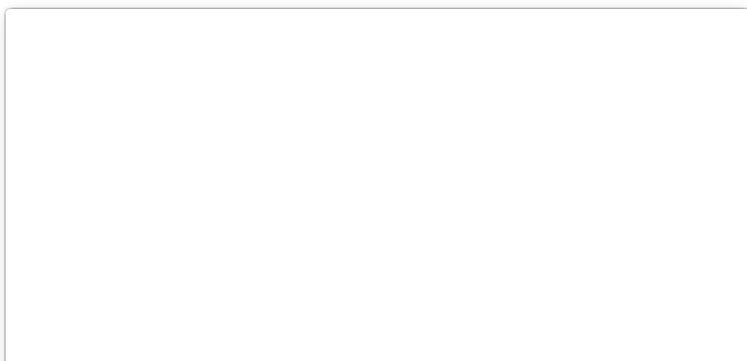
Take two

The limited-edition collection was first unveiled during Balenciaga's fall 2025 runway presentation, later teased in a low-fi campaign last year ([see story](#)).

The pair is now presenting the entire apparel and accessories line in full, releasing a campaign captured by Australian photographer Stef Mitchell.

It features professional models Agel Akol, Liz Schweikl, Abdou Diop and Mihai Bran alongside brightly colored Lamborghini Revuelos. The cast wears the collection's oversized bomber jackets, motorsports-inspired leather racing jackets, T-shirts, hoodies and Trompe l'oeil layered shirts printed with artwork depicting the 2025 Lamborghini Temerario.

New versions of the Rodeo, Hourglass, Explorer and Carrie bags are emblazoned with the Italian automaker's Shield emblem. The line also introduces the Dashboard Clutch and accessories, referencing the Lamborghini Temerario key fob.



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A post shared by Balenciaga (@balenciaga)

To celebrate the partnership, Balenciaga is rolling out various global activations, including outdoor displays of Lamborghini Revuelto supercars customized with graffiti decals outside flagship locations in Dubai, New York, Paris, Shanghai, Tokyo and other major cities.

An exclusive edition of German artist Yngve Holen's "Platooning Facial Skeleton" series, created for the Balenciaga Art in Stores project, will also be exhibited at select boutiques. Other in-store installations include Lamborghini driving simulators by British company Vesaro and an immersive Apple Vision Pro virtual experience that allows guests to explore the new Lamborghini Temerario model by way of virtual reality technology.

A continuous livestream, filmed from the perspective of a Lamborghini Revuelto navigating routes to Balenciaga flagships in Shanghai and Miami, will stream across the brand's social platforms throughout the launch period.

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