Gap launches Yeezy Hoodie

By Jennifer Braun - 1 October 2021

Gap released on Wednesday the second item from the Yeezy Gap collection introducing a 100 percent cotton, double layer hoodie.

The Yeezy Gap sweatshirt was released exclusively on gap.com/yeezy in six colors including purple, brown, light brown, black, blue and red, and retails for $90 for adults and $70 for kids, exclusively in the U.S. The rapper has been seen wearing the hoodie in both the black and blue color ways since he first announced his partnership with the retailer.

The hoodies are expected to ship between two and eight weeks, depending on the color. The launch was teased with a countdown that appeared on the Gap website.

The release follows the June drop of West's debut product, a $200 puffer jacket, released in black and red. It sold out instantly. First announced in June 2020, Gap struck a 10-year deal with Kanye West to create the Yeezy Gap line, offering a more accessibly-priced version of West's famed brand.

Last month, Gap inc. raised its full-year net sales forecast for the second time, betting on its Old Navy and Athleta clothing brands. The company forecast annual profit, excluding some charges, between $2.10 and $2.25 per share from $1.60 to $1.75 earlier.
Most recently, Gap debuted a fall advertising campaign that showcases the voices of a distinct and diverse cast of individuals.

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