Yeezy Gap collaborates with Balenciaga

By Jennifer Braun - 8 January 2022

Ye (formerly known as Kanye West) and Balenciaga are teaming up for a collaboration for the Yeezy Gap line.

Dubbed 'Yeezy Gap Engineered by Balenciaga', the first collection is expected to drop in June, with a second later in the year.

“Ye pioneers a new creative exploration within the Yeezy Gap universe,” said Yeezy Gap in a press release. “This first of its kind launch sees Ye’s peerless vision bring together the most influential designer of his generation, Demna, with iconic American brand, Gap.”

Gap struck a 10-year deal with Kanye West to create the Yeezy Gap line in June 2020, with the goal to bring a more accessibly-priced version of West's famed brand to consumers around the world.

The first launch for the Yeezy line with Gap was unveiled in June 2021 — a metallic a sky-blue nylon puffer jacket — coinciding with the rapper's 44th birthday. The second item from the Yeezy Gap collection dropped in September.
September and included a 100 percent cotton, double-layer hoodie.

“Yeezy Gap Engineered by Balenciaga continues Ye's commitment to bringing creativity to the forefront and delivering his vision of utilitarian design for all,” Yeezy Gap added.

Balenciaga creative director Demna Gvasalia has frequently worked with Kanye West and Kim Kardashian West and is known for outfitting the duo for album launches, TV appearances and events.

Looking ahead, the Yeezy Gap Engineered by Balenciaga collection is expected to drop alongside continued Yeezy Gap releases.

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