Yeezy Gap Engineered by Balenciaga creates virtual game

By Jennifer Braun - 24 July 2022

Yeezy Gap and Balenciaga are taking their collaboration one step further with the launch of a virtual game.

The virtual game experience was designed by Balenciaga creative director Demna and brings to life the virtually rendered avatars first seen in the collection's debut. In the game, which is now available to play on yeezegap.com, users are able to become the avatar.

The launch coincides with the Thursday entry of the Yeezy Gap Engineered by Balenciaga collection for the first time at Gap Times Square. The collection is expected to roll out to other Gap stores soon.

Gap struck a 10-year deal with Ye (formerly known as Kanye West) to create the Yeezy Gap line in June 2020. The goal: to bring a more accessibly-priced version of Ye's famed brand to consumers around the world. The first launch for the Yeezy line with Gap was unveiled in June 2021.

Most recently, in January, it announced a partnership with Balenciaga. The first release from the collaboration is now available globally for purchase on Yeezygap.com, Balenciaga.com, as well as Balenciaga’s online partners, Farfetch.com, Mytheresa.com and Luisaviaroma.com.

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