Yeezy Gap Engineered by Balenciaga enters Gap Stores

By Jennifer Braun - July 25, 2022

Following the launch of a virtual game, the Yeezy Gap Engineered by Balenciaga collection entered Gap retail stores for the first time this week.

In particular, Gap introduced its first physical retail experience at its “reengineered” Gap Times Square flagship location on Thursday and launched on Saturday in select Gap stores throughout the United States.

“Yeezy Gap and Balenciaga bring their shared vision of physical retail to select Gap store locations across the United States,” the brand said in a news statement.


At its Time Square Flagship, the entire second floor was “reengineered and distilled to its most essential form,” introducing the collection for the first time in store. At the store, customers shopped from large bags filled with a selection of the Yeezy Gap Engineered by Balenciaga collection.

The collection is also still available globally online at the official Yeezy Gap online store, Balenciaga.com, as well as Balenciaga’s online partners, Farfetch.com, Mytheresa.com and Luisaviaroma.com.

Gap struck a 10-year deal with Ye (formerly known as Kanye West) to create the Yeezy Gap line in June 2020, and unveiled its first collection in June 2021. In January, it announced a partnership with Balenciaga.