Yeezy Gap Engineered by Balenciaga pops up in Chicago, Miami, Los Angeles

By Jennifer Braun - 26 July 2022

Yeezy Gap has found another creative way to highlight its Engineered by Balenciaga collection.

On Monday, the collection was seen arriving in black vans in Chicago, Miami, and Los Angeles. The Yeezy Gap-branded vans welcomed a crew that set up pop-ups that consisted of black dumpsters and giant plastic bags filled with product.

The move follows the retail debut of the Yeezy Gap Engineered by Balenciaga collection. The collection rolled out for the first time at Gap Times Square and was soon after introduced in select Gap stores, over the weekend.


Prior to that, Yeezy Gap launched a virtual game, bringing to life the virtually rendered avatars first seen in the collection’s debut. In the game, which is now available to play on Yeezygap.com, users are able to become the avatar.

The first release from the collaboration with Balenciaga, first announced back in January, is also now available globally for purchase on Yeezygap.com, 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.

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