

BALENCIAGA



JEAN-MICHEL BASQUIAT

STUPID GAMES BAD IDEES

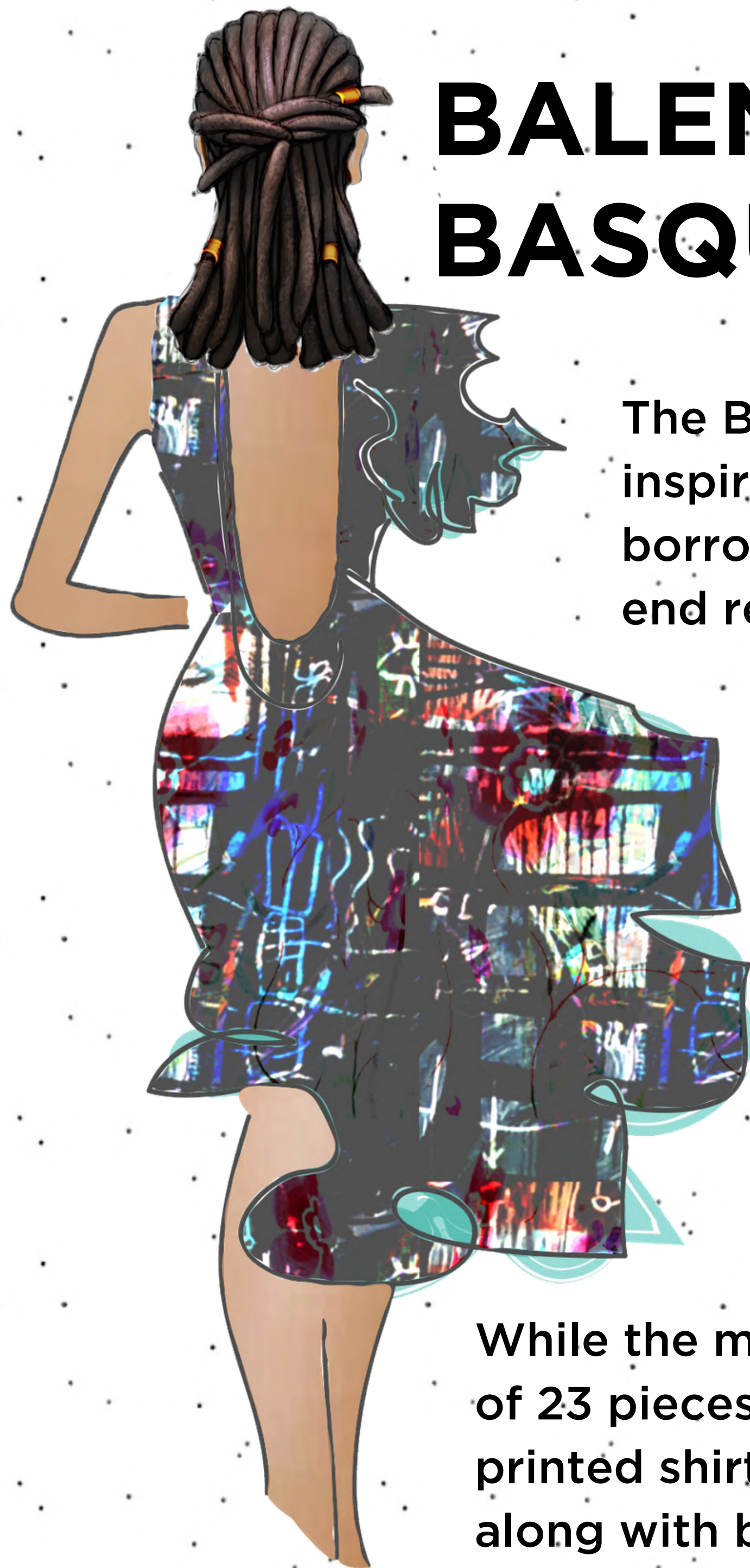
CAPSULE COLLECTION

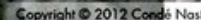
BALENCIAGA MEETS BASQUIAT

The Balenciaga meets Basquiat Collaboration will take inspiration from Basquiat style from the 70's and 80's and borrowing core streetwear style and form them into high-end ready-to-wear, handbags, shoe and accessories pieces.

The capsule collection will consist of 8 pieces that will be auctioned off with all proceeds going to charity. The auction pieces will be a Bomber Jacket, Shoes, Denim Jacket, Bag, Jeans and three tops. These pieces will allow the winner to chose any of Basquiat Patterned from the collection to create their unique one-off garment.

While the main collection 'Stupid Games Bad Ideas' will comprise of 23 pieces, they are ranging from logoed t-shirt and hoddie to printed shirts, dress, skirt, plus denim including two jean styles along with bomber jackets.







STUPID GAMES BAD IDEAS

COLOUR PALETTE

BALENCIAGA  BASQUIAT
COLLECTION COLOURS



#FFFBE8	#EBC86C	#D03530	#5EC1EB
#FBFBE1	#D26C44	#C43137	#70A0C6
#E4E0D5	#C3532B	#C70601	#4890CA
#D6D6D4	#F15A23	#D71985	#1C74BB
#5D5349	#EC0612	#D20D54	#006837
#000000	#E12C33	#831E2E	#FFFFFF



STUPID GAMES BAD IDEAS PATTERN/FABRIC

The garments from the collection will be made with a pattern that is based on Basquiat artwork throughout different stages of his career.

BALENCIAGA  BASQUIAT
CROWN BADGE
MULTI



BALENCIAGA  BASQUIAT
CONFIDENTIAL POSTCARD
MULTI



BALENCIAGA  BASQUIAT
CITY AS SCHOOL, 1978
MULTI



BALENCIAGA  BASQUIAT
AFRICAN POSTCARD
MULTI



BALENCIAGA  BASQUIAT
CROWN
MULTI



BALENCIAGA  BASQUIAT
DEMON
MULTI



BALENCIAGA  BASQUIAT
PHILISTINES
MULTI



BALENCIAGA  BASQUIAT
SAMO© ANOTHER DAY ANOTHER DIME
MULTI



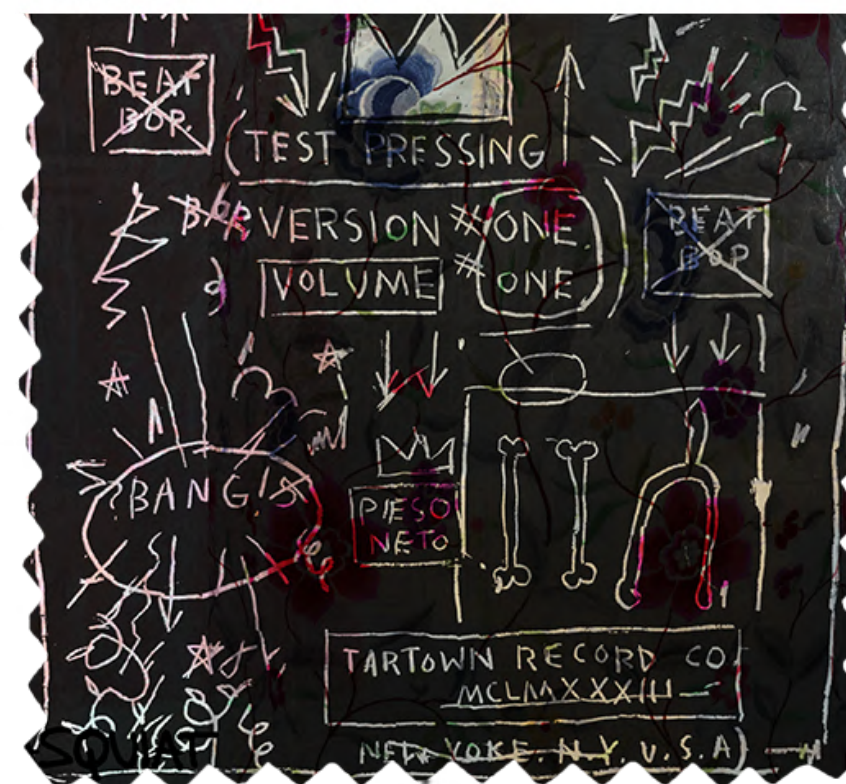
BALENCIAGA  BASQUIAT
GRAFFITI
MULTI



BALENCIAGA  BASQUIAT
BIRD ON MONEY
MULTI



BALENCIAGA  BASQUIAT
BEAT BOP FLORAL
MULTI



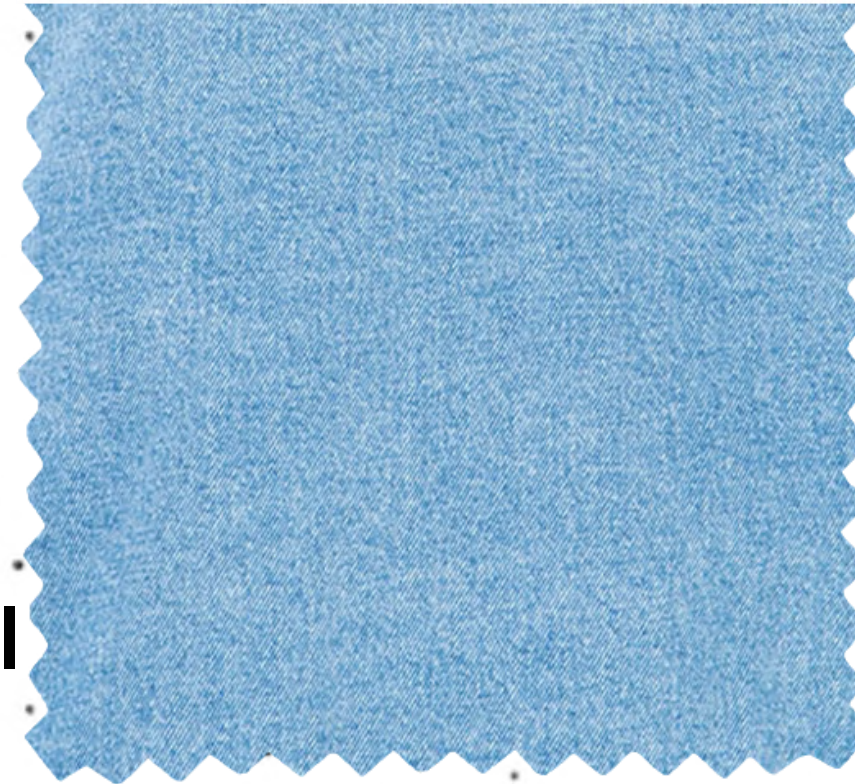
STUPID GAMES BAD IDEAS

PATTERN FABRIC

All the fabric used in the collection will be ethically sourced and made from sustainable, vegan, eco-friendly material, such as re-engineered cashmere, organic cotton and other eco-friendly materials.

We will also use innovative material such as Piñatex™, a new vegan leather alternative that is a natural and sustainable non-woven textile made from pineapple leaves fibres. Along with Ecostone, a new super-thin natural slate stone overlaid on a cotton backing.

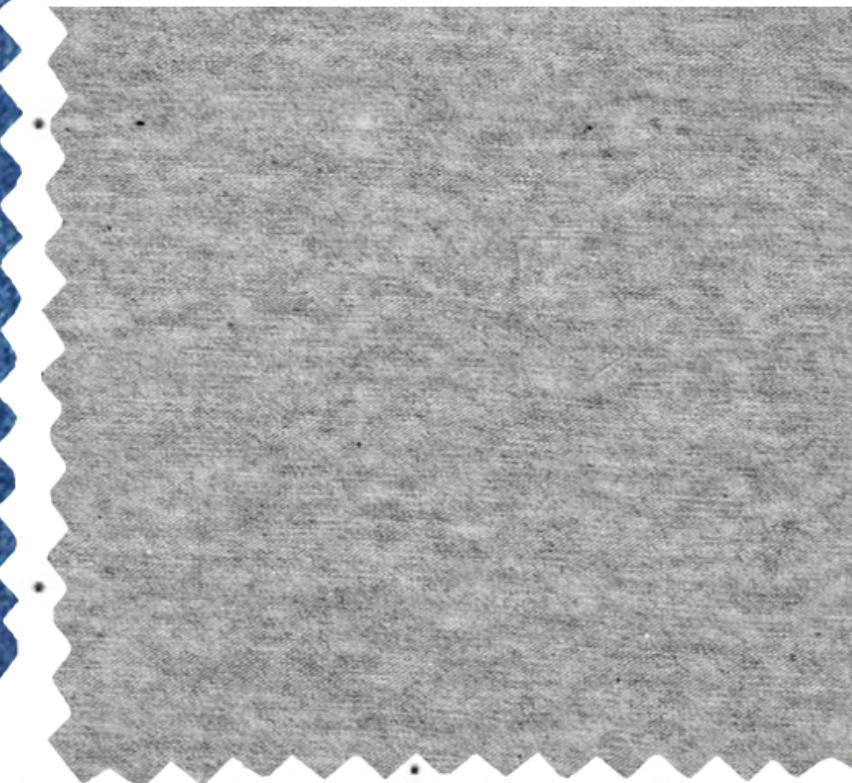
BALENCIAGA BASQUIAT
LIGHT DENIM
MULTI



BALENCIAGA BASQUIAT
DARK DENIM
MULTI



BALENCIAGA BASQUIAT
JERSEY
GRAY



BALENCIAGA BASQUIAT
SKATEROOM
MULTI



BALENCIAGA BASQUIAT
ALLAH ZEUS BUDDAH FLORAL
BLACK



BALENCIAGA BASQUIAT
ALLAH ZEUS BUDDAH FLORAL
WHITE



BALENCIAGA BASQUIAT
ECOSTONE
MULTI



BALENCIAGA BASQUIAT
PINTEX
BLACK



BALENCIAGA BASQUIAT
PINTEX
WHITE/CREAM



BALENCIAGA BASQUIAT
PINTEX
ORANGE

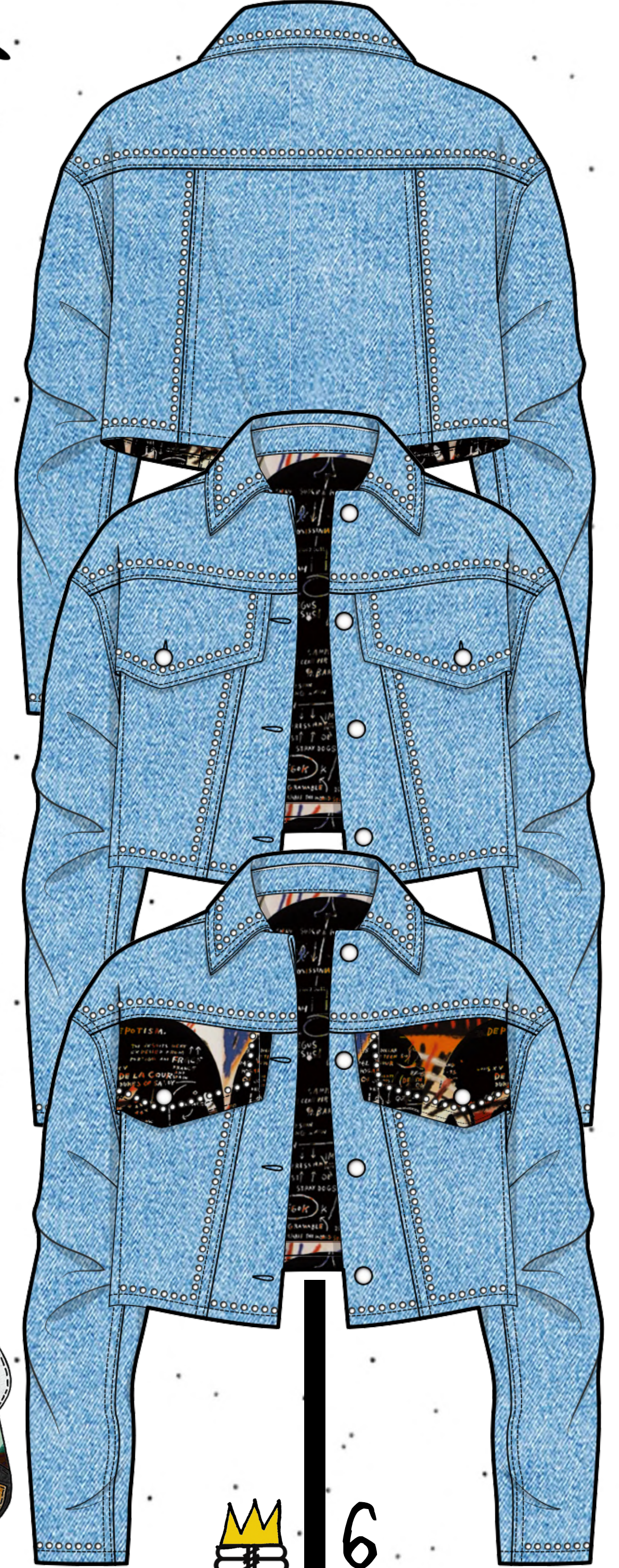
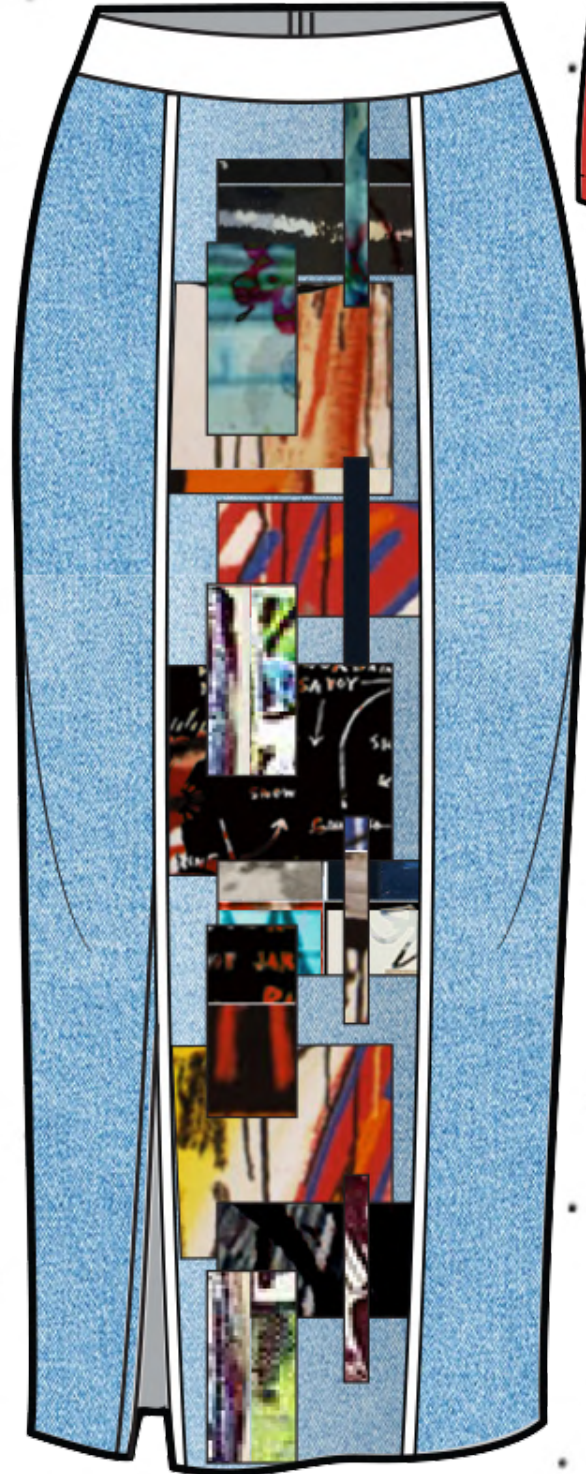


BALENCIAGA BASQUIAT
MINKY
WHITE/CREAM



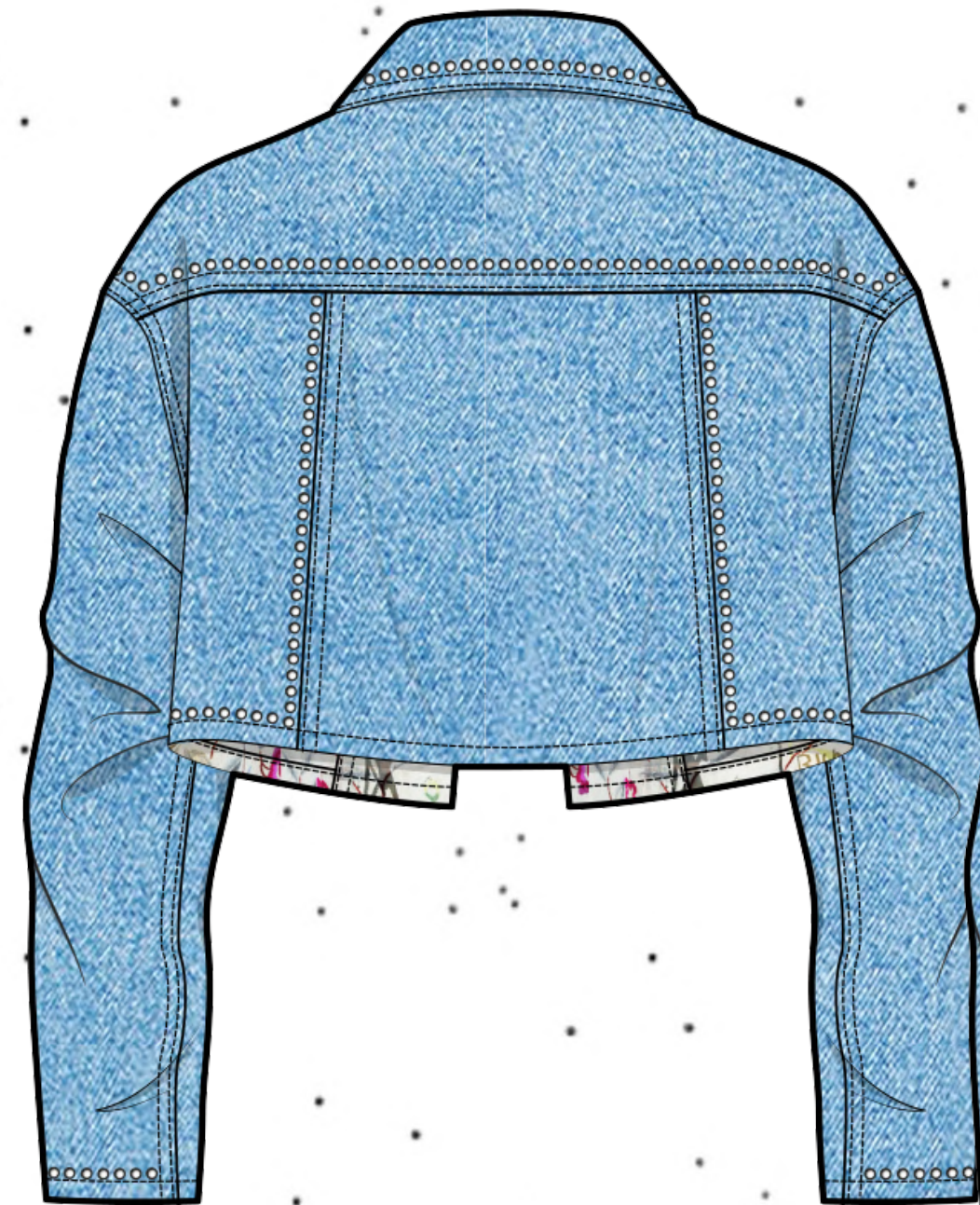
STUPID GAMES BAD IDEAS

RANGE PLAN



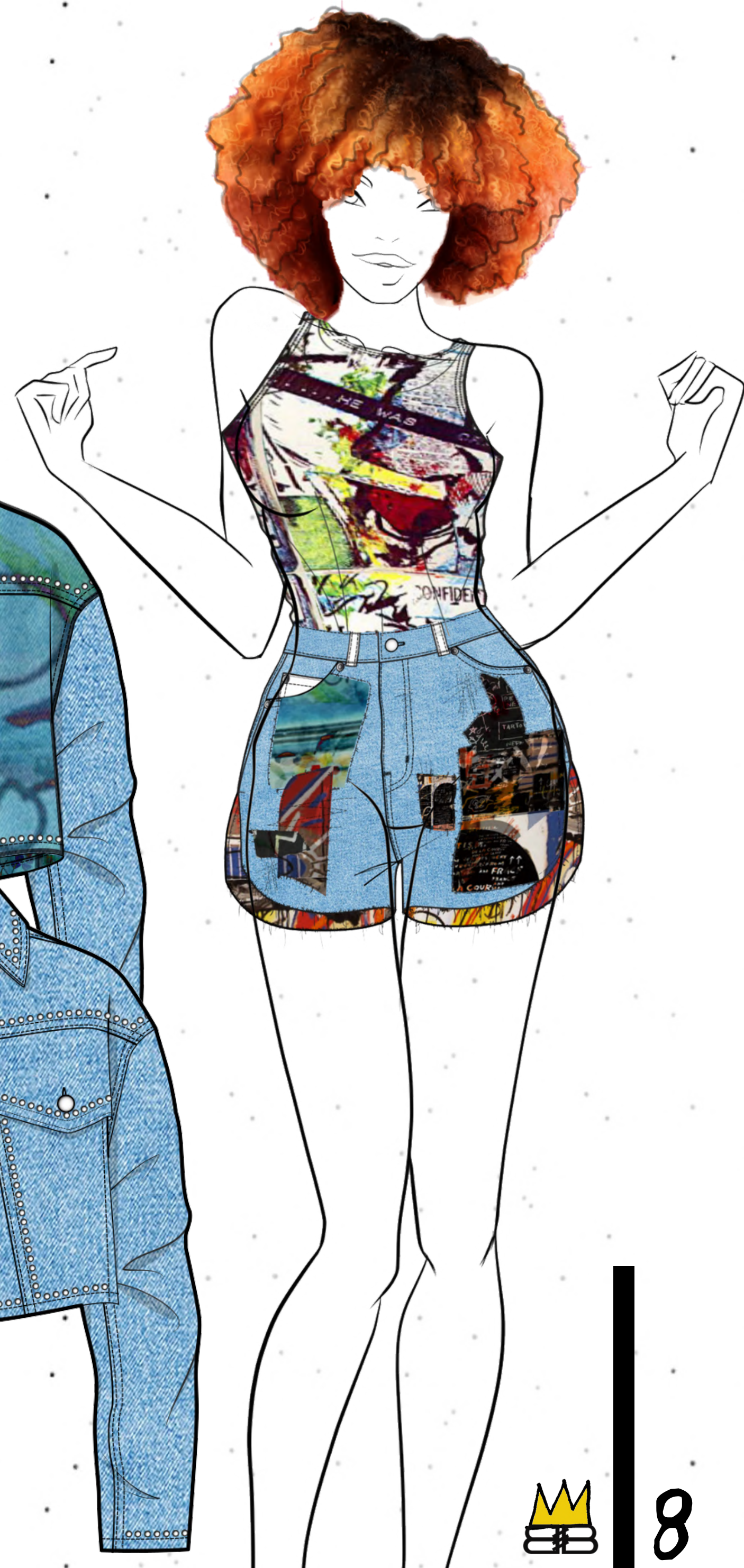
STUPID GAMES BAD IDEAS

RANGE PLAN

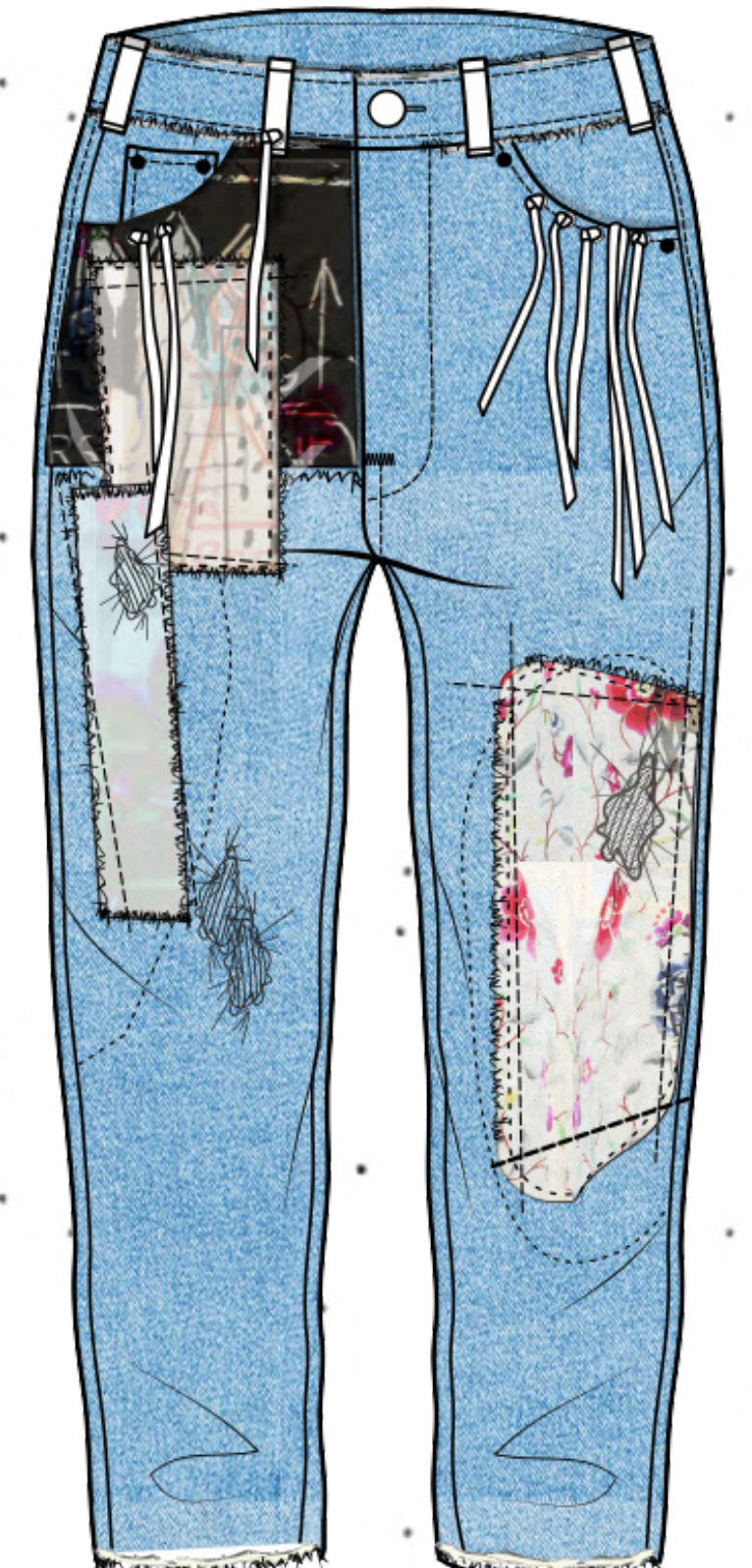
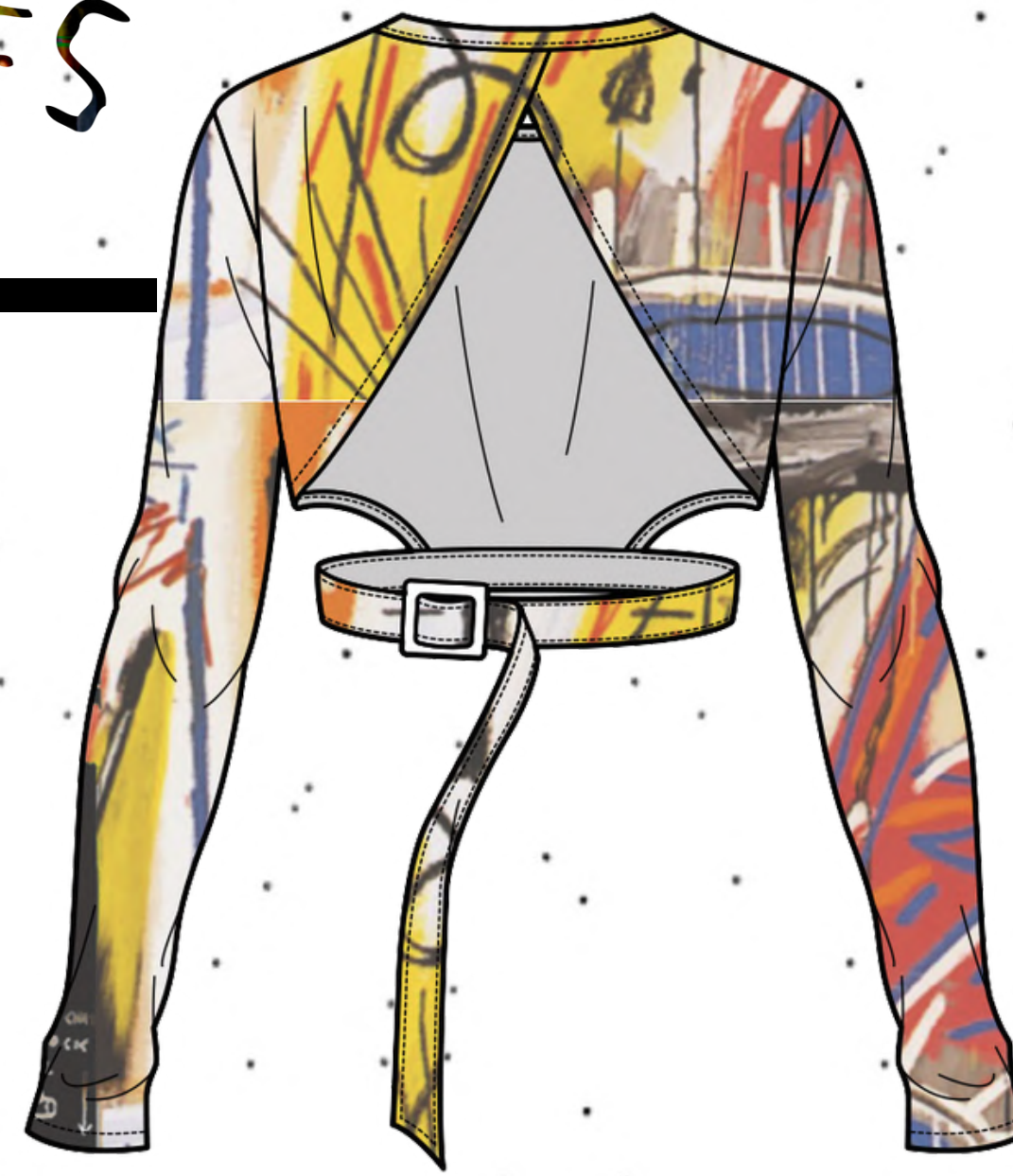


STUPID GAMES BAD IDEAS

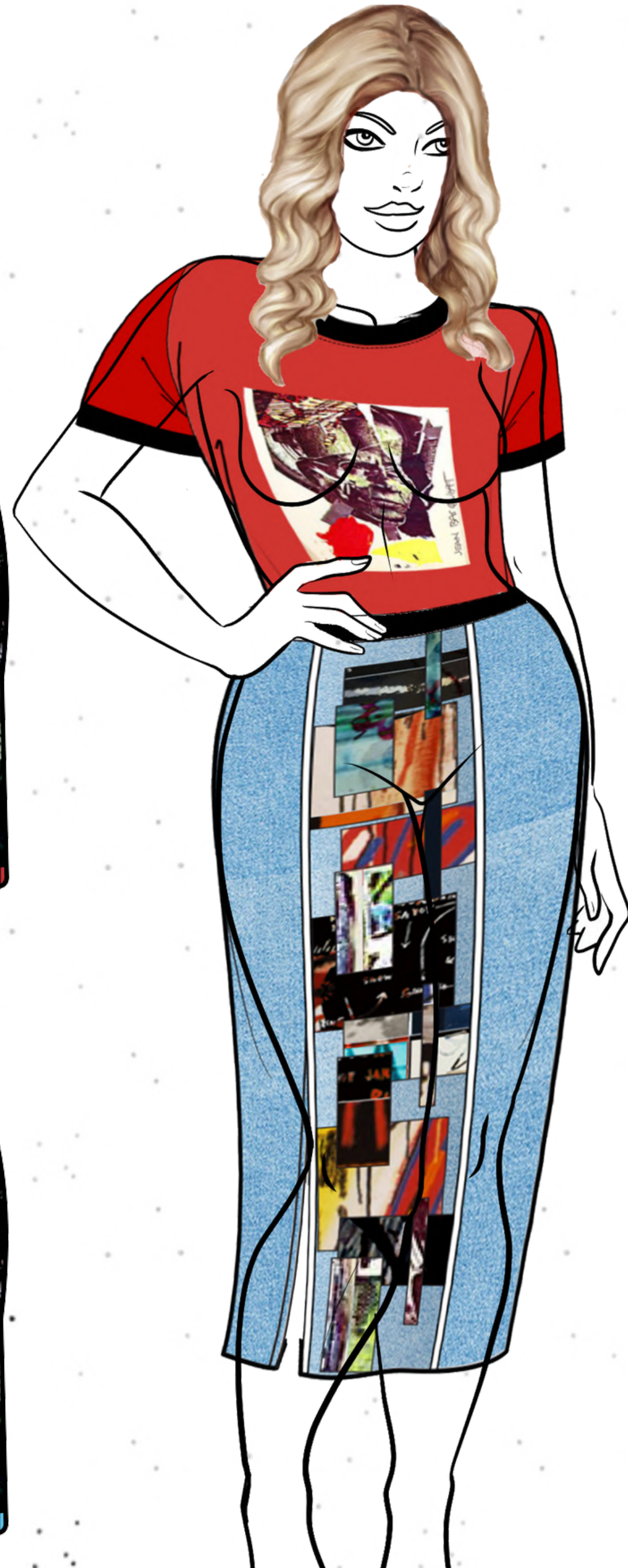
RANGE PLAN



STUPID GAMES BAD IDEAS RANGE PLAN



STUPID GAMES BAD IDEAS RANGE PLAN



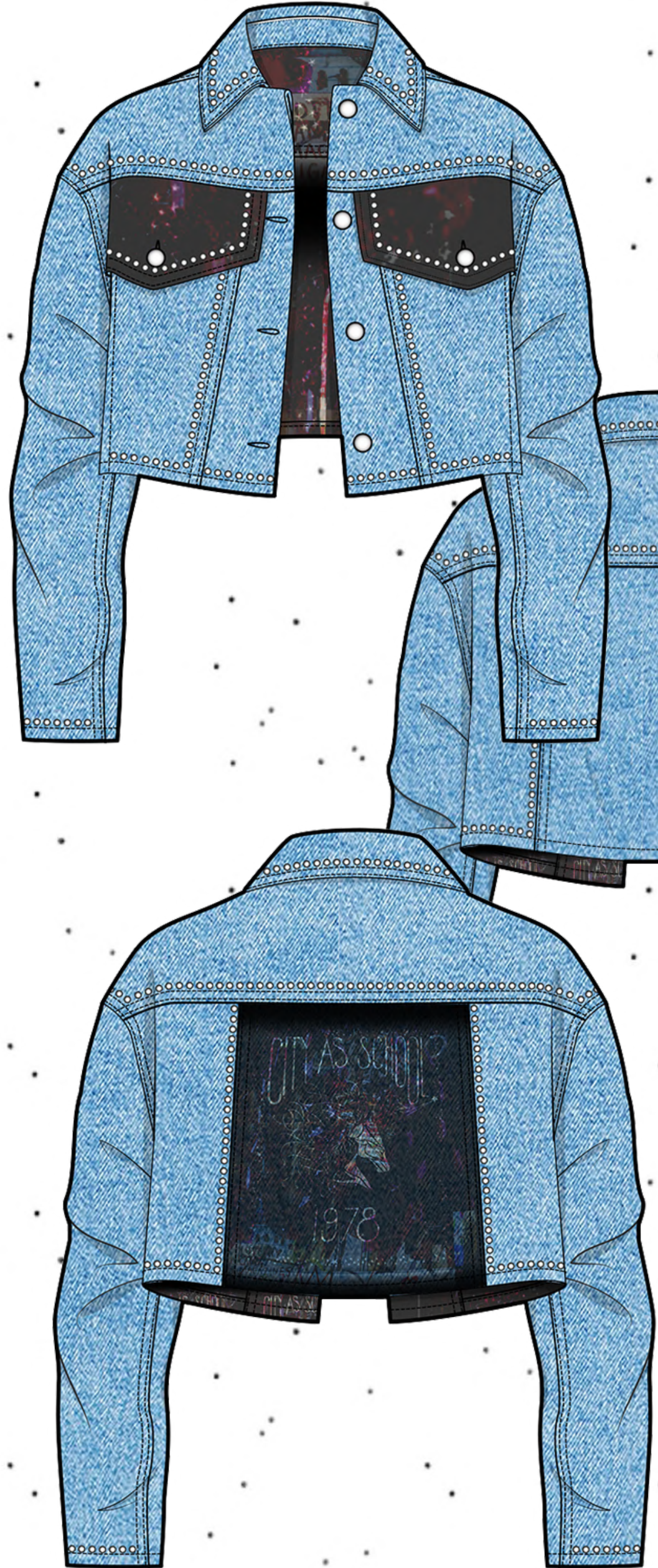
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STUPID GAMES BAD IDEAS

RANGE PLAN



STUPID GAMES BAD IDEAS RANGE PLAN



STUPID GAMES BAD IDEAS

RANGE PLAN



The collection is to be launched this year to pay tribute to Basquiat who died 30 years ago. It will feature two exclusive capsule collections, available from Summer 2018 online and in selected flagship stores across the world.

The collection will be limited edition and will the clothing and accessories with have patterns that are inspired by Basquiat work but also Balenciaga floral old pattern. It will be exclusive to 15 pieces that will be available in each size per country with 5 in store and 10 online. The clothing will be size Uk 6 - Uk18 and shoes size Uk 3 to Uk 9. They will be quality pieces that are inexpensive with a range in price from £30 - £475. Furthermore, I believe that this collection will appeal to Basquiat younger target market, art enthusiast as well as fans of Basquiat.

