



Balenciaga and Britney Spears Collaborate on a Capsule Collection

Demna, the brand's creative director, has joined forces with the pop princess for his latest ready-to-wear collection.

By Elea Guilleminault-Bauer



To conclude his ten years at the helm of Balenciaga in style, **Demna** invited **Britney Spears** to collaborate on his final ready-to-wear act for spring 2026, titled "Exactitudes." Beneath the minimalism of the collection's name lies a dense emotional and visual charge. It captures and celebrates Balenciaga "archetypes," the result of his questioning of the contemporary wardrobe during his time at the label founded by Cristóbal Balenciaga in 1917.

"The people, silhouettes, vibes and ideas that have been fundamental to my work for this amazing house," Demna said in a press release, which accompanies a reinterpretation of the signature red bomber from his very first Balenciaga show, the famous "mask" glasses through to the exaggerated multi-layered anoraks from the winter 2018 collection. The artistic director will present his last couture show for the house in July 2025 and will be replaced by **Pierpaolo Piccioli**.

The capsule series between Balenciaga and Spears, an already iconic collaboration between the most divisive pop star of the 2000s and the designer who transformed the brand, takes the form of an homage but with the gritty DNA that has made the house so successful. The collection features worn T-shirts, XXL hoodies, studded caps and silk twill flags screen-printed with **Rankin** and **Steve Klein** photographs, all with Spears's autograph in azure blue or Barbie pink. Add an assertive Y2K varnish, and the result is something that blurs the line between an artist's merchandise and museum artifact. Kitsch becomes luxury and Spears becomes muse. A synthesis that's not so much a wink as a manifesto. Fashion doesn't document pop culture, it absorbs it, transforms it, archives it and resells it.

To this wardrobe is added, of course, a playlist, an accessory now as essential as the City, the label's it-bag. Curated by Spears herself and hosted on Balenciaga's Music Hub, it blends her personal inspirations with two remixes by **BFRND**, the house's faithful sound composer and Demna's partner. "Britney is a pioneer, she defined pop music and inspired generations of artists, reworking her legacy is a great honor," said the musician. "Gimme More" becomes the podium soundtrack, while *Oops!... I Did It Again* celebrates its 25th anniversary in an electro-funeral setting. All that's missing is confetti and a strobe light.





“I’ve always loved fashion and I was so honored and delighted that Balenciaga and Demna chose to collaborate with me on Demna’s latest collection for the house. I hope my fans love it as much as I do! These are some of my favorite images from an extraordinary period in my career and life, and I can’t wait to share them with everyone,” declared the singer. A privilege that Balenciaga has previously only granted to **RuPaul**, **Aya Nakamura** and the metal band Rammstein.

This capsule also marks a passing of the torch. After transforming the house into a black mirror of our times fusing oversized sportswear, social satire and haute couture references, Demna will head to Gucci next.

