

## Swizz Beatz Accuses Balenciaga of Ripping Off the Ruff Ryders Logo In New Menswear Collection

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## Ruff.

Balenciaga's Demna Gvasalia is no stranger to um, *borrowing* memorable logos and adding his own Balenciaga-branded spin. Earlier this year, he put his own [twist on Bernie Sanders' 2016 presidential campaign logo](#), tweaking it slightly (in terms of color, the number of stripes, etc.) and replacing the candidate's name with "Balenciaga 2017." The Vermont senator loved the nod to his campaign, even if detractors mentioned that with steep price tags, his populist message may have been a bit muddled.

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Now, Gvasalia has been accused once again of overstepping the boundaries of copyright infringement, using the Ruff Ryders record label logo on one of the button-down shirts he showed at the [dad-chic](#) spring 2018 Balenciaga menswear show at Paris Fashion Week on Wednesday.

Swizz Beatz, whose aunt and uncles founded the Ruff Ryders label in 1988, took to Instagram to call out the brand for using the label's logo — modifying the "R" to a "B" and altering the text to read "Balenciaga" — and slapping it on a shirt nearly identical to some of the early Ruff Ryders merchandise.

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"@Balenciaga we must have a talk about this Ruff Ryder shirt ASAP," he wrote in an Instagram post of a model in the French fashion house's latest look. The producer also posted an image of an original Ruff Ryders shirt from 2000, which is nearly identical to the Balenciaga version. "I might just want you to open up a fashion school in the Bronx or Harlem," he wrote to Balenciaga in the caption. "Just so you can give back to the culture!"

Balenciaga did not immediately return *The Hollywood Reporter's* request for comment.

Beatz also made mention of Gucci's take on a Dapper Dan design which was shown in the Italian fashion house's most recent Cruise collection. The look, which creative director Alessandro Michele admitted was inspired by the Harlem designer, caused a stir with many accusing the house of appropriation.





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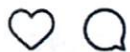


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therealswizzz This is the Ruff Ryders original version from 2000..... @balenciaga

