

Gap & Sandy Liang Unite for Capsule Collection

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Gap has announced a fresh collaboration with New York designer **Sandy Liang**. The partnership will yield a **limited-edition capsule** launching **October 10, 2025**. It spans both women's and children's ranges.

Brand & Designer Perspectives

Mark Breitbard, President & CEO of Gap, commented on the initiative. He said:

"Sandy Liang has cultivated both an engaged community and an iconic design perspective, which has allowed her to reimagine our heritage pieces into something entirely new, yet familiar."

He described the collaboration as "the kind of creative partnership that keeps Gap at the forefront of culture."

She also explained the inspiration behind the campaign film, "**Sandy's Dream Closet**."

It draws from her childhood memories of growing up above her family's restaurant in New York's Lower East Side. Through the film, she wanted to express how Gap made her feel as she imagined her adult self.

Marketing & Storytelling Element

The collection launch is tied to the release of an animated short called "**Sandy's Dream Closet**." [FashionNetwork](#) This visual piece was made in collaboration with visual artist **Annie Choi**.

It weaves together autobiography and imagination.

It aims to show the emotional resonance of Gap in Liang's childhood and how she reinterprets it now.

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