

## ?84,000 for Holes? Balenciaga’s “Destroyed” Jacket Breaks the Internet

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Luxury brand Balenciaga has introduced a new jacket called the “Destroyed” jacket, which retails at **\$950 (approx. ? 84,000)**.

What sets it apart — and sets Twitter ablaze: large holes, shredded hems, frayed fabric — the look of something that perhaps has through a washing machine mishap or a street-brawl.

Despite—or perhaps because of—its unconventional look, the piece sold out within **24 hours** of release.

### What Is It Really Saying?

On one level, the “Destroyed” jacket is purely a fashion statement: a deconstructionist take on what luxury can be. The fact that it looks “used,” “shredded” or “broken” yet carries a premium price tag highlights the irony at the heart of modern luxury.

On another level, the garment provokes a conversation about themes like:

- **Status and scarcity:** Owning a jacket that appears “destroyed” yet costs thousands signals one’s access to luxury and inside-fashion culture.
- **Online spectacle:** The reactions on social media range from shock to admiration to sarcasm — and all attention helps the brand.
- **Fashion ideology:** The piece draws on ideas of deconstruction, imperfection as aesthetic, and the flipping of conventional luxury norms (pristine = luxury) into “ruined looks = luxury too.”

### Why the Jacket Sells

#### Cultural currency

Owning fashion items that provoke thought or controversy can serve as a form of cultural capital. The “Destroyed” jacket signals that the wearer is plugged into fashion discourse and unafraid of irony.

#### Virality as value

In today’s age, part of luxury is being seen, being talked about, going viral. A piece that “breaks the internet” gains value simply by being part of the conversation.

#### Deconstructing luxury norms

Traditionally, luxury items are immaculate, high-quality, polished. This jacket flips that: it looks disrupted, damaged, yet is high price. That inversion in itself is the message.

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