Gap’s Comeback Continues With Troye Sivan-Fronted Ode to Denim

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Gap has a rich history in denim. In 1969, it opened its first store in San Francisco, shipping blue Levi’s, before it launched its own range. Fast-forward to May 2024, when actress Da’Vine Joy Randolph arrived at the Met Gala in a custom Gap denim dress.

Now Gap is celebrating its deftness for denim with another nostalgia-leaning, dance-filled campaign.

The clothing brand is showcasing its fall denim collection with the help of Australian Grammy Award-nominated artist Troye Sivan, building on its similarly crafted “Linen Moves” spot that debuted in March and starred South African Grammy-winning artist Tyla.

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