



Intro for July 8, 2026



Lainey

July 08, 2026 – 2 min read

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Dear Gossips,

Balenciaga is one of the bigger draws during Paris Fashion Week, even when Demna was still the creative director, despite all his controversies. Now that the house is under the stewardship of Pierpaolo Piccioli, with his long established relationships within the industry and also with

Today Pierpaolo presented his first haute couture collection since taking over at Balenciaga. It's very much his aesthetic but blended beautifully with the house's codes.





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The drama of a silhouette, the power of color—Pierpaolo Piccioli (@pppiccioli) just showed his first couture collection for @Balenciaga. Ballooning tulip skirts, billowing blouses, sweeping capes, and a sprinkle of feathers rounded out the designers debut outing for the storied brand. See every look at the link in our bio.

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And of course there were several notables in the front row – including Hudson Williams, Balenciaga's newest and arguably most high-profile (in terms of recency) ambassador. Here's Hudson meeting Lily Collins upon arrival at the show.





whowhatwear and whowhatwear.uk

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[@lilyjcollins](#) and [@hudsonwilliamsofficial](#) meet for the first time at [@pppiccioli](#)'s debut couture collection for [@balenciaga](#) in Paris today. Video by [@fitzpatrickerin](#) #coutureweek

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They sat next to each other in the front row, where Hudson took his jacket off because of the heat. Not sure how much those fans are helping.

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The symmetry with the Eiffel Tower with that headpiece, obviously. But also the warrior vibes with the headpiece to honour her character, Athena.

LaineyGossip

I ran into a friend who was in Cannes last week and she said everyone there was wearing those neck fans that look like headphones around your neck while I literally had the box in my hand at the store because I was getting one for myself!





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Hudson Williams at the 55th Balenciaga Couture show in Paris #hudso ...See more

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I know the joke writes itself with the heat and Hudson, haha. But that's a good segue to season two. Filming will begin soon. Connor Storrie was just seen arriving in Toronto this week.



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Connor Storrie spotted arriving in Toronto!!!

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PSA Connor Storrie is back in Toronto!
[#connorstorrie](#) [#ilyarozanov](#) [#heatedrivalry](#) [#thelonggame](#) [#unrivaled](#)

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Is it futile to hope that everyone acts normal during production?

Yours in gossip,

Lainey



Hudson Williams arrives for a Balenciaga event in Paris, July 7, 2026

Photo credits: lammeyssam/Backgrid

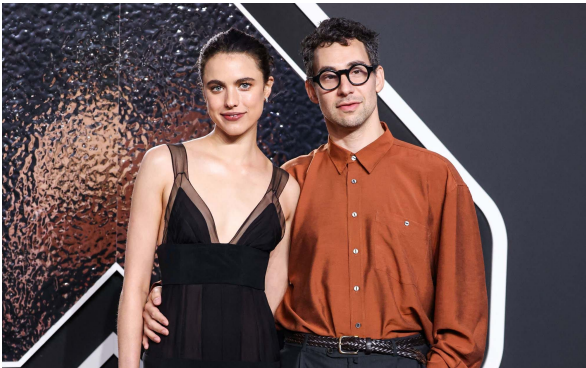
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