

RETAIL

Farfetch acquires Stadium Goods in streetwear push

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Stadium Goods appeals to sneaker fans. Image credit: Stadium Goods

By STAFF REPORTS

Online retailer Farfetch is expanding its offerings in upscale sneakers and streetwear with the acquisition of marketplace Stadium Goods.

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Retailing both new and deadstock merchandise, Stadium Goods sells brands ranging from Supreme to Louis Vuitton. With this alliance, Farfetch and Stadium Goods are looking to gain a bigger share of the growing streetwear market that was valued at \$70 billion in 2017.

Seeking sneakerheads

Founded in 2015, Stadium Goods has a store in New York's SoHo neighborhood as well as ecommerce platforms. The retailer also currently distributes through partnerships with Farfetch, Alibaba and Amazon.

This acquisition expands on the existing relationship between Stadium Goods and Farfetch, which began in 2018. As it becomes part of the ecommerce group, Stadium Goods will continue to operate as its own brand, retaining its leadership, including founders John McPheters and Jed Stiller.

Stadium Goods will also keep its channel on Farfetch's marketplace, with inventory available internationally.

[View this post on Instagram](#)

Day 1 of Sole DXB is here! Pull up to the @Farfetch x @StadiumGoods space for an interactive tour of Farfetch's "Shop the World" experience and a curated selection of the finest streetwear and sneakers. #FarfetchxSole #stadiumgoods #soledxb

A post shared by Stadium Goods (@stadiumgoods) on Dec 6, 2018 at 9:03pm PST

Farfetch and Stadium Goods are furthering their partnership

With more than 1 million followers on Instagram, Stadium Goods has built a loyal and engaged social following.

"We are thrilled to welcome Stadium Goods to the Farfetch family," said Jose Neves, founder and CEO of Farfetch, in a statement. "Having already collaborated with its exceptional team via the Farfetch marketplace, it is clear that there is a great opportunity for our two companies to leverage each other's strengths to go after a larger share of an exciting and fast-growing segment of luxury fashion.

"The Stadium Goods team has built an incredible company, with a host of talented people, dedicated and loyal customers and remarkable brand equity," he said. "I am confident that we can help Stadium Goods grow its international presence for sneakerheads around the world through our expertise in technology, logistics and data.

"Farfetch will benefit from Stadium Goods' brand, access to supply and a team with a strong passion for and knowledge of luxury streetwear."

The deal, expected to close in the first quarter of 2019, is valued at \$250 million. The transaction will include both cash and Farfetch shares.

Sports footwear is on point to become a major component of the luxury shoe market, according to research from Fashionbi.

The subsegment of the footwear industry has seen a 7 percent compound annual growth rate, which is leading the entire footwear industry. This will likely continue to trend upward with demand and sales rising ([see story](#)).