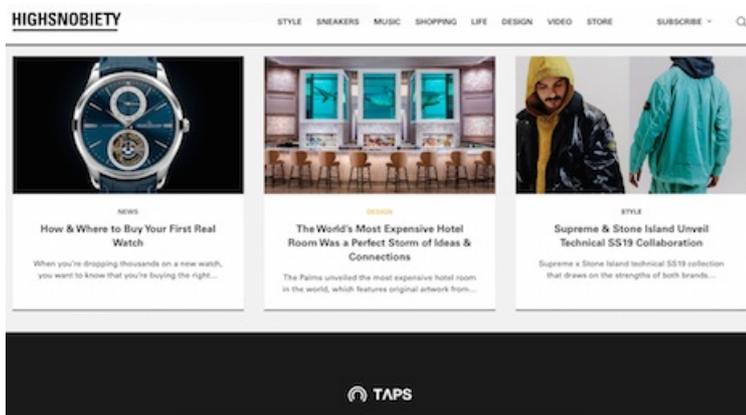


APPAREL AND ACCESSORIES

Highsnobiety targets new generation of auction customers with Paddle8

March 13, 2019



Highsnobiety's platform

By STAFF REPORT'S

Publication Highsnobiety is teaming with ecommerce auction platform Paddle8 to tap into the former's expertise in trending culture for a series of unique sales.

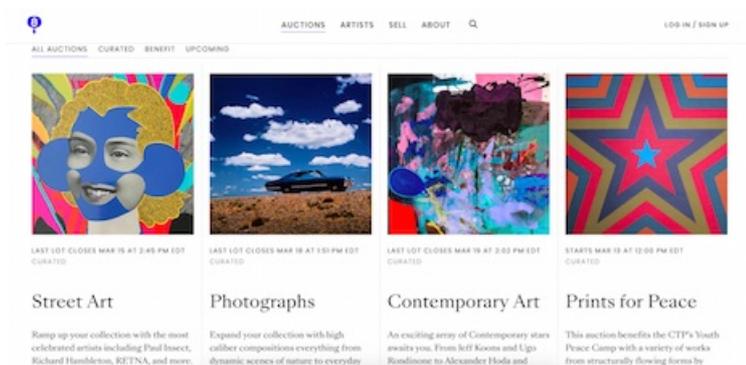


Paddle8 will be the venue through which the two companies will auction off a variety of curated trending items including street art, artist-designed collectibles, streetwear and collectible urban fashion. The goal is to reach a younger generation for auctions.

Highsnobiety

Later this June, the two will host their first collaborative auction, powered by Highsnobiety's content but using Paddle8's ecommerce infrastructure.

"We are proud to be the ambassadors of the new cultural trends of our times," said Izabela Depczyk, CEO of Paddle8, in a statement. "Street Art is the highest performing category for Paddle8, and we have honed a tailored business model for sourcing and selling the most coveted works, so partnering with a brand known for its trend-setting editorial on street style made perfect sense."



Paddle8's ecommerce auction platform

Highsnobiety is no stranger to partnerships, as it continues to flex its know how in trend setting content as streetwear becomes more high-end.

Retailer Barneys New York took cues from streetwear culture by hosting an exclusive two-day "drop" at its Madison Avenue flagship with the publisher.

The term drop is most commonly used by streetwear brands when a new limited-edition collection or product is unveiled, often in an exclusive location for a very short time period. Similar to a temporary pop-up shop, the retail format requires consumers to take quick action or risk losing out on purchasing a hard-to-obtain product ([see story](#)).

Highsnobiety will offer similar assistance in Paddle8's auction.

"We are excited to be partnering with Paddle8 to curate an online auction of the most premier streetwear collectibles from some of the best street artists and collectors in the world," said Max Berger, managing director of commerce at Highsnobiety, in a statement. "Paddle8 is the perfect destination to expand the brand's unique voice in the street culture and fashion space."

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