

RETAIL

Highsnobiety enters ecommerce with collaborations, curated collections

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Prada Linea Rossa will inaugurate in Highsnobiety's ecommerce endeavor. Image credit: Prada Linea Rossa

By STAFF REPORTS

Publication Highsnobiety is tapping into its authority on trends in streetwear by beginning a journey into commerce, starting with a Prada collaboration.

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Leaning into the new style of collections, with brands and fashion platforms dropping collections and curated product offerings as limited editions, Highsnobiety is finding its place in retail. The new commerce initiative begins on May 22 with Prada's streetwear collection, Linea Rossa.

Diving into retail

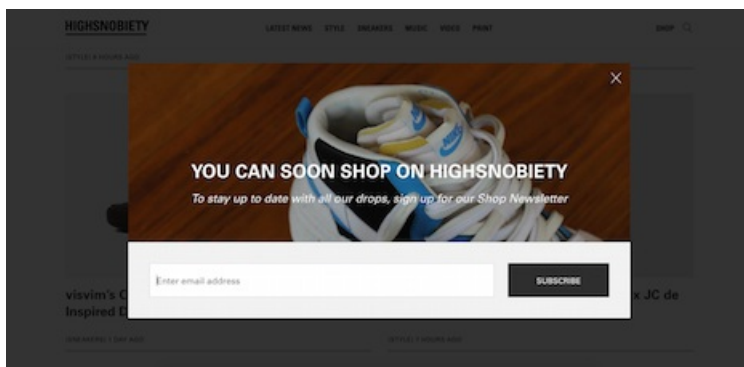
Men's streetwear fans will have the ability to purchase Prada Linea Rossa Spring Summer 2019 collection through Highsnobiety.

The platform will be the wholesaler, other than Prada's owned commerce channels, that will carry the collection. The collection will only be available for seven days and only while stock lasts.

Highsnobiety will also carry a few items from the Prada Linea Rossa line that will be exclusive to the platform.

"Highsnobiety started nearly 15 years ago from a deeply rooted passion for great products, obscure streetwear and limited edition sneakers," said David Fischer, founder and CEO of Highsnobiety, in a statement. "Today, we are a company that inspires the next generation of tastemakers, who trust us to challenge their notions of cool and help them discover new products that are shaping the culture we are so proud of being a part of."

"This new shopping environment is a natural next step for our company – staying true to who we are, each product will be launching with a series of immersive stories that give the products and people behind them the attention they deserve," he said.



Highsnobiety informs readers it will have retail capability soon

The publication held a recent poll that revealed 83 percent of its readers use Highsnobiety to discover new products and brands. More than half the 83 percent have made purchases from brands that they have discovered from Highsnobiety's variety of owned media platforms.

Highsnobiety dipped a toe into retail by recently teaming with ecommerce auction platform Paddle8 to tap into the former's expertise in trending culture for a series of unique sales.

Paddle8 is the venue through which the two companies have auctioned 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 ([see story](#)).

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