

APPAREL AND ACCESSORIES

Sotheby's, Stadium Goods auction off rarest sneakers

July 11, 2019



The 1972 Nike Waffle Racing Flat "Moon Shoe." Image credit: Sotheby's

By STAFF REPORTS

Auction house Sotheby's is working with streetwear marketplace Stadium Goods to hold a special auction for sneaker fanatics.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Sotheby's and Stadium Goods will auction off 100 of the rarest sneakers manufactured in the past 15 years. The sneakers to be sold come from Stadium Goods' Trophy Case, which holds its most prized footwear.

Sneaker heads

The collection to be auctioned off includes limited-editions and rare sneaker designs such as one of the first Nikes 1972 Nike Waffle Racing Flat "Moon Shoe," "Back to the Future II" Nike Mags and a Travis Scott collaboration with Jordan in addition to other limited creations from Nike, Adidas, Yeezy and Jordan Brand.

Bidding is open now until July 23. The collection is also available for viewing in Sotheby's New York galleries until the close of the auction.



"Back to the Future II" Nike Mags. Image credit: Sotheby's

"We are thrilled to partner with Stadium Goods on this sale, who are equally dedicated to exceptionalism and authenticity in their field as we are at Sotheby's," said Noah Wunsch head of global ecommerce at Sotheby's, in a statement. "From the Paris Nike SB Low Dunks featuring designs by Bernard Buffet to the Nike Moon Shoe originally hand made by Nike cofounder Bill Bowman, the sale offers a range of rare, highly coveted collectible sneakers bringing together art, culture and fashion.

"This sale marks another step in our continued expansion of our online offerings of highly coveted and exceptional luxury goods in which we present the best examples across a myriad of categories to passionate collection communities worldwide," he said.

Farfetch recently expanded its offerings in upscale sneakers and streetwear with the acquisition of Stadium Goods.

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.