

MEDIA/PUBLISHING

Hypebeast makes play for Latin American audiences with new launch

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Hypebeast Brasil is launching this month. Image courtesy of Hypebeast

By LUXURY DAILY NEWS SERVICE

Digital streetwear and lifestyle platform Hypebeast is launching in Brazil as it looks to grow its Latin American audience.

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Hypebeast Brasil is set to launch its Instagram [@hypebeastbr](#) on Feb. 12 after weeks of teases from the primary [@hypebeast](#) handle. Although Hypebeast already has a global presence, this will be the company's first expansion into Latin America.

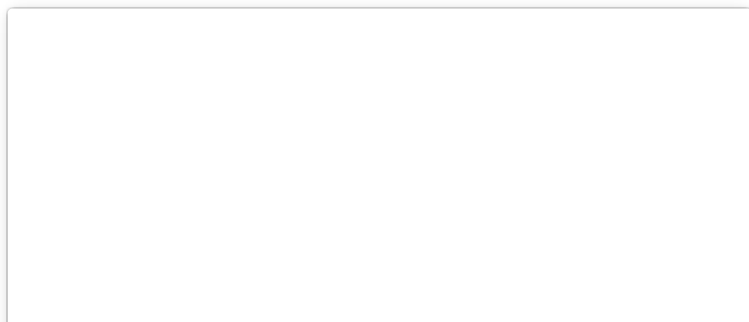
"Hypebeast strives to bring its community together through authentic experiences," said Marcus Vinicius, social media manager of Hypebeast Brasil, in a statement. "Reaching the global community has become significant.

"Opening up to the Brazilian audience will be an immense opportunity to educate and spread knowledge to the wider audience on the culture of streetwear and lifestyle; where it may have not been attainable before will now be more accessible to the local community."

Hyping Latin America

Hypebeast arrives in Brazil as the country's streetwear and sneaker culture continues to mature.

The platform will highlight Hypebeast's bread and butter sneaker culture, art, fashion, sports, gaming and technology while spotlighting Brazilian celebrities and up-and-coming content creators, influencers and brands.



[View this post on Instagram](#)

A post shared by HYPEBEAST Brasil (@hypebeastbr)

Hypebeast Brasil has been teased for weeks

"Almost 200,000 people from Brazil are part of our global community through social media and our main website," Mr. Vinicius said. "We are looking forward to adding the local component to the Hypebeast experience, and giving cultural enthusiasts a platform to enter this space customized with their own local flavors."

Founded in 2005, Hypebeast became a publicly listed media group in 2016. It began expanding into Asia Pacific in 2015 with launches in China and Japan, followed by Korea in 2016 and Indonesia and Arabia last year.

Hypebeast has also cultivated relationships with several luxury brands and retailers as it connects younger consumers to high-end goods.

In 2021, the platform partnered with U.S. retailer Neiman Marcus on a virtual experience to showcase the fall sneaker releases from several luxury brands. For the digital campaign, Neiman Marcus and Hypebeast connected their individual influences on global fashion to provide shoppers and readers access to a reimagined retail experience ([see story](#)).

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