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## Hypebeast, Afterpay partner to make luxury more accessible to younger consumers

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*HBX currently features more than 250 curated menswear, womenswear and lifestyle brands and now offers Afterpay for online purchases. Image credit: HBX*

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By LUXURY DAILY NEWS SERVICE

Digital streetwear and lifestyle platform Hypebeast's ecommerce platform, HBX, has partnered with financial tech company Afterpay.

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The partnership invites consumers to purchase coveted luxury and streetwear items online in four installments, bringing shoppers a new level of accessibility. The two parties are hoping their collaboration will introduce more younger shoppers to contemporary fashion while providing disparate payment options.

"With this partnership, we look forward to offering our consumers increased convenience and accessibility to our global and exciting assortment of over 250 fashion and lifestyle brands on HBX," said Huan Nguyen, chief revenue officer at [Hypebeast](#), in a statement.

### Luxury purchasing over time

The partnership's main goal is to break down barriers for consumers so that they can purchase curated collections and exclusive drops by being able to pay over time.

HBX currently features more than 250 curated menswear, womenswear and lifestyle brands and now offers Afterpay for online purchases, with plans to make the payment option available in-store at its New York flagship for new brand launches.



*Younger consumers value the accessibility of flexible payment options. Image credit: Afterpay*

Flexible payment options continue proving popular with younger shoppers, who value both the workable models and accessibility to luxury items they may have otherwise not had.

Several brands and retailers are embracing flexible payment options.

While buy now, pay later offerings are most often associated with ecommerce, a growing number of brands and retailers are accepting and encouraging installment payments at physical stores.

Brands and retailers that accept BNPL in-store include Belstaff, Bloomingdale's, Calvin Klein, Jo Malone London, Macy's, Michael Kors and Sephora ([see story](#)).

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