

MEDIA/PUBLISHING

## Hypebeast opening seven-floor flagship retail space

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*The ground floor of the new Hypebeast physical space. Image credit: Hypebeast*

By LUXURY DAILY NEWS SERVICE

Digital streetwear and lifestyle platform Hypebeast is unveiling its first U.S. flagship retail building in the heart of Manhattan's Chinatown on June 17.

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Located at 41 Division Street, the new space spans seven floors and approximately 25,000 square feet. It will house elements of Hypebeast's ecosystem, such as the HBX New York store, Hypebeans Caf, event spaces and an office headquarters.

### Expanding physical footprint

Evolving with the dynamic perspective of the platform's ecommerce destination, HBX, the two-story space is meant to be fluid and dynamic.

On the ground floor, the space can transform from a neighborhood "courtyard" into an event space, an exhibition or a pop-up. It will also be home to the first Hypebeans in the United States, a relaxation space dedicated to building community and connection while offering high-quality coffee and locally sourced snacks.

The second floor will showcase a global curation of more than 40 popular brands from both established and up-and-coming menswear, womenswear and lifestyle businesses.



*Streetwear platforms and styles have risen significantly in popularity over the last several years. Image credit: Hypebeast*

The third floor will feature an innovation space to house cultural activations and brand pop-ups, while the remaining four floors will serve as Hypebeast's North America headquarters accommodating more than 100 employees.

As streetwear expands globally, it has permeated the luxury market in a number of ways from collection collaborations to marketing partnerships.

Just last fall, Hypebeast joined forces with U.S. retailer Neiman Marcus on a virtual experience to showcase the fall sneaker releases from several luxury brands.

The digital retail experience was part of Neiman Marcus' "Re-introduce Yourself" fall campaign and invited sneakerheads around the world to indulge in the world of luxury streetwear. In cultivating 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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