

ARTS AND ENTERTAINMENT

Christie's celebrates new streetwear vertical with cobranded capsule collection

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The drop coincides with the launch of "Christie's Department X," a function dedicated to the auction and private sale of streetwear. Image credit: Christie's

By LUXURY DAILY NEWS SERVICE

Auction house Christie's is shining a light on its new streetwear auction vertical, with a little help from a fashion and lifestyle media friend.

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Christie's x Highsnobiety features tees, totes and more, all branded with references to the iconic art house. Both brands have teamed up to produce the exclusive collection in celebration of Monday's "Christie's Department X" launch.

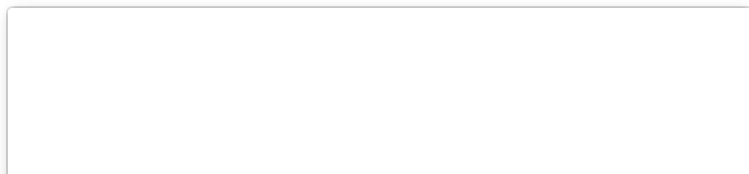
"With a finger on the pulse of popular culture, and the evolution of what is defined as luxury today, we are proud to announce the launch of Department X Sneakers, Streetwear & Collectibles," said Caitlin Donovan, head of handbags, streetwear, and sneakers, Americas, at [Christie's](#), in a statement.

"With exciting sales that will cross several genres of popular culture and collecting music, fashion, and sports history I am excited for new and existing clients of Christie's to embark on this journey with us."

Christie's x Highsnobiety

In the spirit of streetwear, Christie's is having fun with its new focus dedicated to the auction and private sale of sneakers, streetwear, and sports collectables across music, fashion, culture and art.

With inspiration from actual art handlers, the collection features styles like the "Art Handler" crewneck sweatshirt and "Logo Cap" black baseball hat alongside a few curveballs such as an acrylic display case, intended to make any pair of shoes in storage appear like art, complete with the Christie's name, a branded Sharpie marker and Christie's x Highsnobiety packing tape.



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A post shared by HIGHSNOBIETY (@highsnobiety)

Christie's new sales channel will hold online auctions, with live previews in New York, as well as private selling exhibitions throughout the year.

The auction house is working with Highsnobiety to drive buzz with its latest capsule, ahead of the private selling of two rare pairs of sneakers. Titled "Ye Walks", the event tributes rapper, producer and streetwear bastion Kanye West's impact on the landscape of design and sports iconography.

Worn during Mr. West's 50th Annual Grammy Awards performance and the first Air Yeezy 1 prototype seen in a public arena, a pair of "Nike Air Yeezy 1 Prototype" are to be sold alongside the "Nike Donda West Air Jordan VI", the latter of the two created in memory of Mr. West's mother.

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