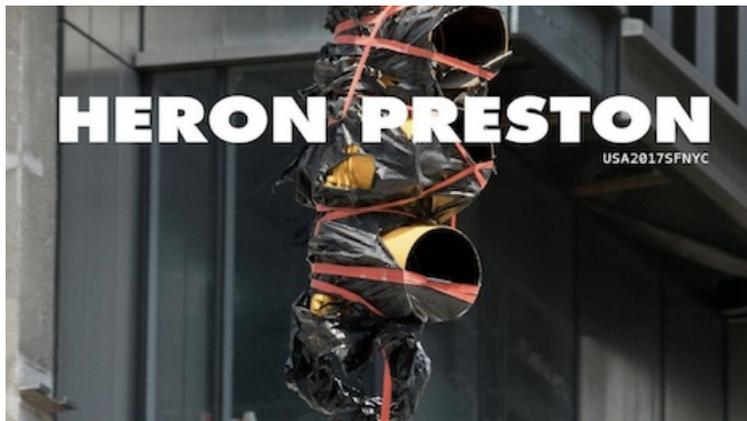


APPAREL AND ACCESSORIES

EBay, Heron Preston debut inaugural streetwear drop

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An image from Heron's Preston ready-to-wears spring/summer 2022 campaign. Image credit: Heron Preston

By LUXURY DAILY NEWS SERVICE

Online retail platform [eBay](#) is working with streetwear legend Heron Preston on a new series of exclusive drops with exclusive items from artists, athletes and entertainers.

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The first installment, "From the Collection: Heron Preston," features items from American creative director and former Nike designer who joined Kanye West's creative team in addition to launching his own clothing brand. Starting Oct. 3, consumers interested in the coveted items can shop on the resale platform.

"It's important to me to support the next generation of creatives that care about imaginative and innovative solutions that reflect my commitment to sustainability and the environment," said Mr. Preston, in a [statement](#).

"One hundred percent of the 'From the Collection: Heron Preston ' proceeds will therefore help provide scholarships and grants to young creatives through the Heron Preston L.E.D. (Less Environmentally Destructive) initiative in partnership with the Fashion Scholarship Fund."

Fresh fits

The resale platform's latest collaboration gives collectors the opportunity to bid on more than 50 pairs of sneakers from the designer's legendary personal collection, at the low starting point of 99 cents.

Mr. Preston's collection features one of the first-ever pairs of the Yeezy 750s, gifted to him by Kanye West himself, and a variety of specialty Nike Air Max sneakers.

"From the Collection: Heron Preston" campaign film

Pre-loved pairs from the "From the Collection: Heron Preston" will be sold and delivered in revamped condition in partnership with Reshoevn8er, a sneaker cleaning and restoration expert skilled in refreshing shoes to nearly-new status.

Beyond partnering with an influx of new renowned designers, athletes and celebrities, eBay is also teaming up with historic institutions like gem and jewelry nonprofit GIA ([see story](#)). As of July, the online retail platform has

expanded its "Authenticity Guarantee" to eligible new and pre-owned fine jewelry priced above \$500.

EBay now also offers a guarantee for five sectors, including watches, handbags, trading cards and sneakers.

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