

RETAIL

Farfetch lauds 50 years of hip-hop with lifestyle launch

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The "Beat 010" offering includes three vinyl drops, only available on the brand's online shop or in-store at Stadium Goods. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is celebrating the semicentennial of an iconic American music genre.

In honor of hip-hop's 50th anniversary, the ecommerce leader is partnering with industry leaders to present its most dedicated shoppers with original works of art and limited-edition vinyl records, in a nod to MCing, turntablism and graffiti art. Exploring the convergence of fashion, art and hip-hop, the initiative is housed by **Farfetch Beat**, the seller's retail concept series which rewards loyalty program members with exclusive experiences.

"Uniting the creative forces of Nas and Futura provided a rare opportunity to elevate the art of collector culture," said Nick Tran, chief marketing officer at **Farfetch**, in a statement.

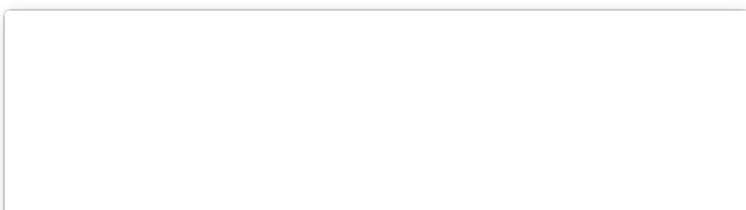
"We are thrilled to be working with them to make the collectible pieces available on Farfetch, celebrate self-expression, and inherently entwine music, art and fashion through this Beat," Mr. Tran said. "Farfetch Beat 010's collaboration with 12on12, Nas, and Futura commemorates a momentous occasion in the history of hip-hop, its 50-year anniversary.

"We hope that this project serves as a testament to the genre's lasting impact and the creative minds that have shaped it over the last five decades."

Setting records

Created in collaboration with lifestyle record company 12on12, as well as American rapper Nas and American graffiti artist Futura, "Farfetch Beat 010" involves a three-part drop, plus other perks.

Available to the retailer's members over the course of the next six months, the execution uses records as its main medium.



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A post shared by FARFETCH (@farfetch)

The project's widest release is a set of just 500 vinyls. Individual units feature a \$250 price tag.

Next up are 12 art prints and 20 waxes, each autographed, retailing for \$12,000 and \$1,200 respectively. The latter limited-edition items will integrate "Futura's distinctive style" in the form of hand-finished jacket sleeves.

A final triptych design called "Future Look for Flash" will blend every vinyl cover into one artwork, concluding the launch.

According to Farfetch, Nas has curated a collection of the 12 most influential hip-hop tracks of the past five decades for the project. Flairs found throughout the delivery are grounded in each collaborator's career.



Presenting its members with limited-edition vinyl records, the retailer is partnering with hip-hop artists in honor of the genre's 50th anniversary. Image credit: Farfetch

The lyricist found his way into the spotlight after his 1994 release "Illmatic," crafting songs that have fueled his journey ever since.

Futura first began his career in the 1970s. Based in New York City, associations with famed figures such as American artists Keith Haring and Jean-Michel Basquiat (see story) have clearly worked in the creative's favor.

Eager fans can proceed with preorders at Farfetch.com. Additionally, those near New York City's Soho neighborhood can head into sneaker and apparel marketplace Stadium Goods to snag the goods.

"Sitting at the intersection of music and art, 12on12 are excited to mark the momentous occasion of 50 years of hip-

hop through this collaboration between two legends of the hip-hop movement, Nas and Futura," said Claudia Moross, creative director and founder of 12on12, in a statement.

"It has been an incredible experience for me working with Farfetch to bring this collaboration to life with Farfetch Beat 010."

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