

HYPEBEAST

HYPEBEAST LTD. UNVEILS HYPEKIDS

A NEW DIGITAL PLATFORM FOR FASHION-CONSCIOUS PARENTS AND MINI'S



Monday, July 17, 2017 — HYPEBEAST Ltd. is thrilled to announce the latest addition to their digital media network, hypekids, the premier destination for the latest news on children's fashion and lifestyle culture. Adopting HYPEBEAST's visually impactful narrative style, hypekids will be the only platform of its kind, featuring a curation of original editorial content that showcases children's styling with the latest trends in streetwear, footwear, toys, and much more. In addition, a series of youth-orientated unboxing videos, powered by Kids Foot Locker, will be released during the initial launch.

Recognizing the growing children's marketplace and increasing demand from fashion-conscious parents and families to purchase and hunt children's products and brands, HYPEBEAST Ltd. witnessed an opportunity to extend its editorial platform, to a completely new vertical to cover fashion and cultural news in the children's universe.

"Our HYPEBEAST readers, who have become parents, have expressed a desire to share and spread their passion for fashion and youth culture to the next generation. By taking the insights and experiences we've gained from HYPEBEAST, we look forward to positioning hypekids at the forefront of culture and style for today's young fashion icons." Kevin Ma, Chief Executive Officer of HYPEBEAST Ltd. said.

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Catering to fashion-conscious parents and families who are in search for stylish self-expression and individuality for their kids, the launch of hypekids further diversifies HYPEBEAST Ltd.'s service offerings by reaching new readers' demographics. Launching Monday, July 17, worldwide, hypekids looks forward to bringing the most exciting elements and products from the HYPEBEAST universe to all kids, big and small, in the near future.

To learn more about hypekids, browse it [here](#) or through our Instagram [@hypekids](#) and [twitter](#).

About HYPEBEAST

Founded in 2005, HYPEBEAST is the leading content-creating platform that showcases the best in fashion, art, design and culture. Spanning a comprehensive range of the latest styles and brands, HYPEBEAST seeks to make a positive contribution to the most important cultural mediums.

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