

HYPEBEAST

HYPEBEAST Ltd. Unveils A Brand New HBX, And Debut of HBX ARCHIVES



Immediate Release - HYPEBEAST Ltd. unveils a new visual identity of the HBX e-commerce platform, the complete revamp with a stronger visual connection to the brand's mission as the leading retail destination with the best curated brands and products in the world. Inspired from the concept of Golden Ratio, this fundamental formula and historical symbol for beauty in nature echoes with how HBX envisions to showcase the best that each brand has to offer. As part of the brand revamp, we will also introduce HBX ARCHIVES, a new dedicated section under HBX to showcase an archive of the rarest and most sought-after products which are hand-selected by the in-house team.

The inspiration of the visual revamp comes from the idea that all the brands and products are carefully curated at HBX, which points to how we value good design in the product it carries. The fathers of Modernism like Le Corbusier also used the Golden Ratio to create a new language or systems that can be applied universally. As the foundational formula for beauty which can be seen in nature's design as well as art and design through history, we used Golden Ratio as the design concept for the new brand mark, it reinforces HBX as the retail destination that curated the most beautiful things around the world with an universal aesthetic and functional appeal. We also draws inspiration from Brutalism and Utilitarianism for the overall aesthetics direction for this revamp, like an empty museum of curated contents, HBX is stripped of unnecessary design which is universally applicable to any brands.

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This new identity will be seen across all HBX communications including digital experiences to the customers' unboxing experiences.

HBX ARCHIVES Debut

The brand revamp also comes with the official landing of a new dedicated section - HBX Archives, a showcase of the rarest and most sought-after goods for customers, where each item is hand-selected by the Archives' in-house team to ensure total authenticity, safety and the highest level of quality of the most-sought after products. The first wave of products include Air Jordan 4 KAWS, Air Jordan 4 x Eminem, 400% + 100% Bearbrick Kaws etc.

"HBX Archives was born from the desire to help our consumers who often missed the chance to purchase highly-sought after items. Through this platform we hope to provide our valued fans a second chance to get their favourite goods, while ensuring the items are authentic and unique," said Kevin Ma, CEO of HYPEBEAST Ltd. New rare products will be dropped every Thursday. Click [here](#) to view some of the most valuable goods available now.

The complete HBX revamp experience will be live at August 10, 9am EST across HBX [instagram](#) 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.

About HBX

Founded in 2012, HBX has developed to now featuring over 250 carefully curated brands, which offer valued consumers everything from Apparel, Footwear, Accessories, Prints and Tech goods. HBX focuses on brands that tell a strong story through their products, whether it's the intricacies within the construction or the boundary-pushing ideas that are displayed through creative direction. The brands featured at HBX are sourced from all over the world such as New York, Los Angeles, London, Paris, Tokyo, Sydney, and many more.

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