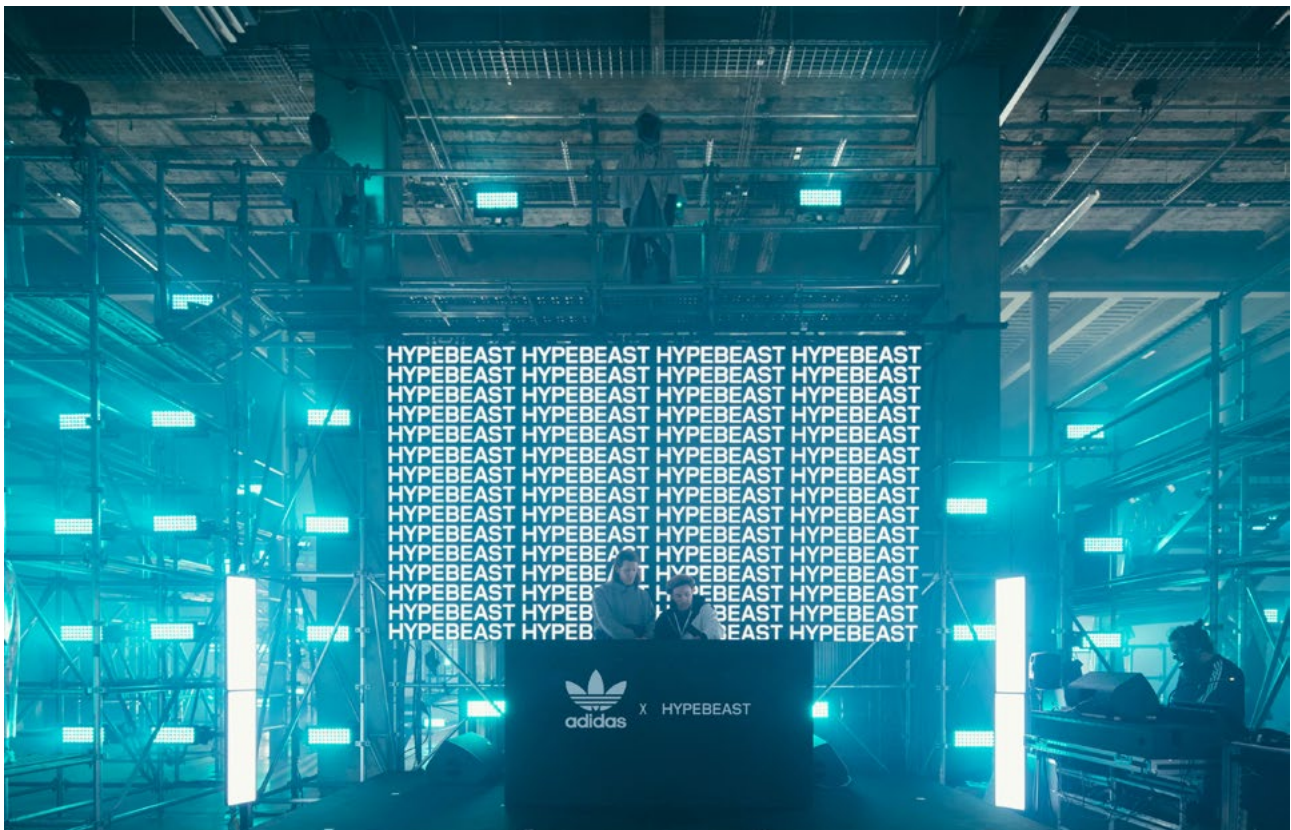


# HYPEBEAST

## HYPEBEAST Ltd. Launches HYPEBEAST FRANCE in partnership with adidas France



***For Immediate Release*** — Today, HYPEBEAST Ltd. officially launches **HYPEBEAST FRANCE**, delivering HYPEBEAST’s leading media platform further into the European market through the brand’s dynamic and thought-provoking content surrounding fashion, art, design and culture. The launch of the **HYPEBEAST FRANCE** platform was officially unveiled during the EQT Party with **adidas Originals France** at a joint event in Paris on **8 Sept.** At the event, HYPEBEAST presented a stunning video showcasing the evolution and key milestones of the establishment, followed by a countdown to signify HYPEBEAST’s growth and mission as a voice for youth culture.

The launch of **HYPEBEAST FRANCE** continues to showcase HYPEBEAST’s world-class influence, solidifying its place as one of the most innovative and thriving cultural hubs in the world. This is further shown through the brand’s commitment to a European city which exhibits both a rapid growth in the digital realm, and a strong presence in popular culture.

“The debut of HYPEBEAST FRANCE is a very special moment for our brand, as we continue to penetrate the European marketplace. With adidas’s rich history in Europe and their incredible presence here, we could not have imagined a more authentic and respected brand to partner with, that continues to drive culture

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through sports and lifestyle.” said Kevin Ma, Chief Executive Officer of HYPEBEAST Ltd.

“Because we share the same vision of the street culture in France and around the world, it was pretty natural to partner up with HYPEBEAST and support them for their launch in France. We aim to be the most connected brand with the street culture creators and consumers, and Hypebeast is already one of the most influence digital stakeholder of this street culture. Aligned with our opensource strategy, we work with the best talents in Paris, in real life and on digital. The EQT FW17 franchise launch was a perfect frame to celebrate together the parisian street culture and welcome HYPEBEAST in Paris. SO BIENVENUE HYPEBEAST FRANCE” said Nicolas Favre, Senior Director Brand Activation adidas France.

**HYPEBEAST FRANCE**, similar to all HYPEBEAST platforms, seeks to unearth emerging French creatives and the vast growing talents that interests our HYPEBEAST readers while also serving as a destination for international fashion and lifestyle. Launched in partnership with adidas Originals EQT, the platform is already off to a great start effectively expanding HYPEBEAST’s influence across Europe’s cultural landscape, while setting a strong base for future business opportunities in the region.

Browse more at [hypebeast.fr](http://hypebeast.fr), or click on to [Instagram](#) and [Twitter](#) for latest news and events.

## About HYPEBEAST Ltd.

Founded in 2005 as the original HYPEBEAST blog, HYPEBEAST Ltd. is now the forefront media company for youth culture and a world hub of inspirational cultural contents & smart digital voices. With the mission to serve the daring spirit of youth and establish itself as the no.1 authority among its target community, Hypebeast Ltd. continuously delivers and explore visually impactful and thought-provoking, highly curated content across multiple digital and experimental platforms.

## 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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