

HYPEBEAST Ltd.'s E-Commerce for The Little Ones - HBX Kids



Immediate Release — HBX, HYPEBEAST Ltd.'s e-commerce platform launches **HBX Kids**, the next extension after HBX Women, as the demand from fashion-conscious parents and families increases to purchase and hunt for children's products and brands. After the debut of hypekids, HYPEBEAST Ltd.'s latest editorial platform showcasing the spirit of our youngest consumers, this past summer, the appetite for all things kids became even greater, indicating the full potential of the children's marketplace.

HBX Kids targets a range of customers from parents, to uncles and aunties who are in search for stylish self-expression and individuality for their kids. The brands featured on HBX Kids are carefully curated and embody a fresh, and contemporary look and feel. At the initial launch, HBX Kids will stock well over 12 brands in total, and more. Highlighted brands include Superism, Little Giants Giant Shorties, Nununu, Wood Wood, Sons & Daughters, and Mini Rodini, not to mention household brands like adidas and Converse.

"HBX's mission is to offer our global consumers the best curated items, and we're thrilled to continue the HBX experience for the whole family. With HBX Kids, we look forward to bringing together the best curated items especially for kids to our HBX customers," said Kevin Ma, CEO of HYPEBEAST Ltd.

Click [here](#) to view more of the cutest and best curated goods, or watch out for the upcoming news and events across HBX Kid's [Instagram](#).

About HYPEBEAST Ltd.

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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