



HIGHSNObIETY

PADDLE8 ANNOUNCES PARTNERSHIP WITH HIGHSNObIETY

**New Joint Venture Will Offer Paddle8's Iconic Street Art Sales
Alongside Highsnobiety's Trend-Setting Voice in Street Style**

**Inaugural Paddle8 x Highsnobiety Street Art Sale
Slated for June**

March 13, 2019, New York, NY – Paddle8, the global leader in cultural e-commerce and benefit auctions announces a partnership with the leading new-media platform Highsnobiety. Together, Paddle8 x Highsnobiety will offer a series of online auctions of curated street art, artist designed collectibles, street wear and collectible urban fashion. The inaugural Highsnobiety x Paddle8 Street Auction sale of the partnership will kick off in June of this year.

Powered by Highsnobiety's trend-setting content and Paddle8's best in class e-commerce prowess, Paddle8 x Highsnobiety will offer a unique destination for street art and other collectibles for the next generation of tastemakers, trendsetters and style-conscious consumers.

"We are proud to be the ambassadors of the new cultural trends of our times," states Izabela Depczyk, CEO of Paddle8. "Street Art is the highest performing category for Paddle8, and we have honed a tailored business model for sourcing and selling the most coveted works, so partnering with a brand known for its trend-setting editorial on street style made perfect sense."

"We are excited to be partnering with Paddle8 to curate an online auction of the most premiere streetwear collectibles from some of the best street artists and collectors in the world." said Max Berger, Highsnobiety Managing Director of Commerce. "Paddle8 is the perfect destination to expand the brand's unique voice in the street culture and fashion space."

Click [here](#) to view or bid on works from Paddle8's current Street Art auction.

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ABOUT PADDLE8

Founded in 2011, Paddle8 brings the tradition-bound auction world into the 21st century. Offering a seamless online process, Paddle8 makes collecting and selling art and rare collectibles online an easy, efficient and enjoyable

experience. Paddle8 features specialist-curated auctions, non-profit auctions, private and buy-now sales in the categories of Contemporary Art, Prints and Multiples, Photographs, Street Art and Collectibles. Paddle8 is especially proud to partner with more than 350 nonprofit organizations worldwide to present their benefit auctions to a global community of 500,000 collectors, helping each organization expand its fundraising results. For more information please visit paddle8.com

ABOUT HIGHSNOBIETY

Highsnobiety is the leading online and print publication that documents the most cutting edge and emerging trends in fashion, music, art, culture, lifestyle and technology, to its global audience of over 23 million across all platforms. Since its founding in 2005, the company continues to be the authority on the evolution and progression of the streetwear movement and its impact on mainstream popular culture. Highsnobiety employs over 175 thinkers, creators and makers in four offices around the world: New York, Los Angeles, Berlin and London. For more information, please visit Highsnobiety.com