

# HYPEBEAST

## HYPEBEAST Ltd. Launches HYPEMAKER: A Global Creative Studio Providing Total Creative Solutions

**Immediate Release** — After more than a decade in the industry, HYPEBEAST Ltd. officially launches its own global creative studio HYPEMAKER, dedicated to providing total creative solutions for brands worldwide. Started out as a blog, HYPEBEAST Ltd. has now become the global authority of youth culture, and a publicly listed company last year comprising of media properties including HYPEBEAST, HYPEBAE, POPBEE and its e-commerce platform HBX. With the launch of HYPEMAKER this year, HYPEBEAST Ltd. will provide comprehensive creative services to brands from a diverse set of verticals.

### Our History

Over the past decade, HYPEBEAST Ltd. has cultivated a vast and devoted following, giving brands the crucial key to reach an audience that were previously inaccessible. With the growth of the youth culture, the company has generated an aggregated reach of over 7 million unique monthly users and a total social media following of over 10 million users, becoming a powerhouse through its strong global distribution network and compelling storytelling skills. HYPEMAKER continues the company's uncompromising long-term vision and unparalleled passion for culture by providing a global outlook to brands worldwide through offices in Hong Kong and New York.

"HYPEBEAST continues to be at the forefront of influencing the youth culture and taking that formula, we're launching HYPEMAKER. This creative studio will take the insight and experience we've gained from so many years and offer that to brands from all different sectors in effectively reaching young consumers." Kevin Ma, the Chief Executive Officer of HYPEBEAST Ltd. said.

### Our Services

HYPEMAKER is a global creative studio providing total creative solutions for a diverse set of verticals in fashion, lifestyle, automotive, tech, CPG, and more. From ideation, content amplification, creative production and data analysis, brands will also have access to HYPEBEAST Ltd.'s targeted global distribution network of millennials who are passionate about fashion, lifestyle and culture.

### Our Edge

With a client roster of top international brands worldwide HYPEMAKER provides an uncommon ability to transform perception through visual presentation and carefully curated content, making brands relevant in the cultural landscape. The company has previously collaborated on projects with adidas to create the first ever [HYPEBEAST x adidas Uncaged Ultraboost](#) as well as curated an exclusive preview event for the [adidas NMD](#). Additionally, HYPEBEAST has also worked with New Balance to create the "[Exploration](#)" Pack and collaborated with top tier artists such as Pusha T and Travis Scott for [HYPEBEAST Live](#).

### Our Future Plan

We plan to continue to propel our influence in the industry by catalysing on the offerings of HYPEMAKER. The expansion of the creative studio in the company will diversify our capabilities with more offline events and presence, and an opportunity to continuously create incredible content and projects. By working with a diversified

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vertical of brands in fashion, lifestyle, automotive, tech, CPG and more, HYPEBEAST Ltd. will continue to be a mover and shaker in the industry by pointing the needle forward in fashion, culture and lifestyle.

To learn more about HYPEMAKER, browse it [here](#) or through instagram [@hypemaker](#).

## About HYPEBEAST Ltd.

HYPEBEAST Ltd. is a digital media company with leading content-creating platforms that showcase the best in fashion, arts, design and culture. Spanning a comprehensive range of the latest styles and brands, HYPEBEAST Ltd. seeks to make a positive contribution to the most important cultural mediums. HYPEBEAST Ltd. debuted on the stock exchange in 2016 (stock code: 8359), and engages its readers via the various platforms including HYPEBEAST, HYPEBAE, POPBEE, its e-commerce store HBX.

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