

**Sneaker Con Southeast Asia 2024 presented by Resorts World Sentosa Singapore:
The Epitome of Sneaker Culture Returns to Singapore for Its Highly Anticipated Second Edition**



Singapore, [12 December 2023] – Following the tremendous success of the inaugural event in April 2023, Sneaker Con Southeast Asia (SEA) is thrilled to announce its highly anticipated second edition scheduled for 2 and 3 March 2024, which will be presented and hosted by Resorts World Sentosa Singapore (RWS).

This time around, Sneaker Con Southeast Asia 2024 promises to take the region’s sneaker and streetwear culture to new heights, showcasing an unparalleled experience that will resonate with sneaker enthusiasts, streetwear aficionados, music lovers, and urban culture enthusiasts.

Sneaker Con SEA has rapidly established itself as the premier platform in the region where sneakerheads, fashion enthusiasts, and cultural aficionados converge to celebrate and explore the latest trends, limited edition releases, and unprecedented collaborations.

The encore edition promises to be a standout experience for sneaker enthusiasts and street culture aficionados alike. Attendees can anticipate the presence of some of Asia’s most prominent names in the street culture and entertainment sphere, with a detailed lineup set to be unveiled in the coming months. Against the backdrop of RWS, a leading premium lifestyle destination in the region, Sneaker Con SEA 2024 guarantees an immersive and dynamic environment that celebrates the vibrant convergence of sneaker culture and urban lifestyle.

In the initial of a series of thrilling reveals around the special guests that Singapore will welcome next year, Sneaker Con SEA 2024 is slated to feature the much-anticipated premiere of international talents Anwar Carrots, the founder and creative force behind Carrots by Anwar Carrots, and Ben and Bobby Hundreds, the dynamic duo behind The Hundreds.

This announcement underscores Sneaker Con SEA’s ongoing commitment to unite top-tier influencers with sneaker enthusiasts. Apart from a slew of global sneaker culture who’s whos, the event will also see the return of regional talents Ageless Galaxy (AGLXY) and homegrown icon Mark Ong a.k.a. Mr SBTG.

Mr Chang Chee Pey, Senior Vice President and Chief Experience Officer, RWS, (田子沛, 高级副总裁与首席体验官, 圣淘沙名胜世界) said, “The emergence of the global mass affluent segment and new millennials has driven an increasing demand for personalised travel and leisure experiences. Presenting and hosting Sneaker Con SEA 2024 marks our commitment to innovate and cater to the latest passion points such as sneaker and street culture by providing enhanced guests’ experiences that resonate with our diverse audiences. We look forward to hosting an event where our visitors across generations, backgrounds, and markets can unite in their appreciation of sneakers and street culture. At the same time, RWS’s collaboration with Sneaker Con will continue to position us at the forefront of curating new lifestyle and entertainment offerings for our affluent Generation Z and Millennial guests.”

Hosting Sneaker Con SEA and being the presenting sponsor for the event reiterates RWS’s commitment to introducing globally renowned brands for fans and visitors to Singapore and Sentosa. RWS’s wide spectrum of diverse offerings has positioned the lifestyle integrated resort as Asia’s premium lifestyle destination for all audiences. RWS is already home to Universal Studios Singapore, S.E.A. Aquarium and Adventure Cove Waterpark, complemented by distinctive luxurious hotels, mesmerising entertainment, as well as sumptuous food and beverage options which fans and stakeholders can enjoy throughout the weekend including specially curated thematic offerings at RWS.

Ms Michele Lee, Managing Director of The O4 Company, the organisers of Sneaker Con SEA, expressed similar excitement for the upcoming event, “After the tremendous success of the inaugural edition, we are committed to making Sneaker Con SEA 2024 an unforgettable experience at RWS in Singapore. We aim to elevate the event to new heights, offering even more exciting activities and exclusive sneaker showcases that will delight our fans and newcomers alike. Most importantly, we want to showcase the best that our region has to offer and make this the must-go event for all fans regionally and globally. We are committed to bringing in the best in the street, urban and fashion spaces and are heartened to see great brand support from our partners in Indonesia, Thailand, Philippines, Malaysia, Japan, China and even the Asia Pacific”.

Sneaker Con SEA 2024 promises to be a transformative experience for attendees, embracing the rich tapestry of sneaker culture, streetwear fashion, music, and urban lifestyle. With thrilling activities, exclusive releases, and unforgettable moments, it is an event that should not be missed.

Tickets will be available starting 13 December 2023 at 10am. Elevate your experience with three distinct tiers: General Admission, Premium, and the unparalleled VVIP. For further information and updates about Sneaker Con SEA 2024, please visit official website at sea.sneakercon.com or [Instagram](#) for more updates. Guests can also opt for the Sneaker Con SEA 2024 hotel packages available from 13 December 2023 till 3 March 2024 at www.rwsentosa.com/sneakercon. Valid for stays from 2 January till 5 March 2024, these packages include overnight stay at the eco-luxurious Equarius Hotel Deluxe Room and complimentary Sneaker Con SEA 2024 tickets for two pax.

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About Sneaker Con

Sneaker Con is the world's premier sneaker event, providing both a physical and online platform for the global sneaker community to engage around sneaker related content, as well as the selling, purchasing and trade of the world's most sought-after sneakers. Since its founding in 2009 by Alan Vinogradov, Barris Vinogradov and Yu-Ming Wu, Sneaker Con has displayed over 500,000 sneakers – bringing together more than 2000 vendors across 40 cities worldwide including North America, Europe, Asia and Australia. For additional information, please visit: www.sneakercon.com

About Resorts World Sentosa

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the premier Resorts World Convention Centre, and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world helmed by celebrity chefs, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from star-studded concerts to immersive exhibitions. RWS is the first integrated resort to be inducted into the TTG Travel Hall of Fame in 2023 after being named "Best Integrated Resort" for 10 consecutive years at the TTG Travel Awards, which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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About O4X

O4X is business anchored by Face-to-Face events designed to engage communities through differentiated and immersive experiences, presented in different formats to allow consumer engagement at multiple levels. We believe in creating an Always-On strategy that blurs the lines between the digital and in-person space, allowing growth and keeping the community engaged, involved, and invested like never before.

Media Contacts:

O4X / Sneaker Con SEA
Xuan Sim
xs@theo4company.com
+65 9270 8505

Resorts World Sentosa Singapore
Danny Cham
danny.cham@rwsentosa.com
+65 6577 9758