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Titans of street culture come together for the first time at Resorts World Sentosa for Sneaker Con SEA 2024

The Greatest Sneaker Show on Earth will spark a street culture revolution on 2 and 3 March 2024 with some of the biggest names in the industry.



Singapore, 1 February 2024 - Eight internationally acclaimed artists and legends from the street culture scene will all converge under one roof for the first time ever in Singapore at Resorts World Sentosa (RWS, 圣淘沙名胜世界) for Sneaker Con SEA 2024 (Sneaker Con 东南亚 2024). Taking place on 2 and 3 March 2024, the much-anticipated Sneaker Con 2024 will feature an unprecedented gathering of global street culture luminaries, including innovators (or OGs in street culture lingo) behind the likes of world-renowned street culture brands such as FRGMT, Staple Design and The Hundreds.

The Headliners: A never-before-seen in-person gathering of the most creative minds in the industry

For the first time ever, fans here will be able to rub shoulders with a stellar cast of headliners, many of whom are founders of much sought-after brands. Sneaker Con SEA attendees can expect to see and interact with Hiroshi Fujiwara (FRGMT), Jeff Staple (Staple Design), Edson Sabajo (Patta), Ben and Bobby Hundreds (The Hundreds) and Anwar Carrots (Carrots). Flying the Southeast Asian flag high, Singapore icon Mark Ong (SBTG) leads the charge together with Indonesian street culture visionary Tamish Aswani (AGLXY) and Filipino sneaker king Big Boy Cheng. This is the first time that all these icons of street culture are coming together under one roof and is the most monumental edition yet.

Anwar Carrots

The creative force behind Carrots, Anwar is a trendsetter with a distinct aesthetic. His brand is synonymous with bold colours, playful designs, and an unapologetic celebration of individuality, capturing the essence of street culture in every garment.

Ben and Bobby Hundreds

As the founders of The Hundreds, Ben and Bobby have left an indelible mark on streetwear. Their brand, a cultural powerhouse, blends West Coast lifestyle with a punk-rock edge, creating a brand that reflects the diverse and dynamic spirit of the streets.

Big Boy Cheng

A prominent figure in the Philippines' sneaker and street culture, Big Boy Cheng is renowned for his influential role in the regional scene. His passion for sneakers and commitment to community-building have solidified his status as a key player in the evolving landscape of street culture.

Edson Sabajo

As co-founder of Patta, Edson has played a pivotal role in shaping Amsterdam's street culture scene. Patta's commitment to authenticity and collaboration has made it a powerhouse, reflecting Edson's dedication to fostering creativity and community.

Hiroshi Fujiwara

Dubbed the godfather of Harajuku style, Hiroshi is the mastermind behind FRAGMENT DESIGN. As a pioneer in Japanese streetwear, his minimalist yet impactful designs have had a profound influence on global fashion, leaving an enduring legacy.

Jeff Staple

The visionary behind Staple Design, Jeff is an influential figure in streetwear and design. His iconic "Pigeon" logo and collaborations have shaped the industry, showcasing a fusion of innovation and cultural relevance.

Mark Sabotage

Renowned as SBTG (Sabotage), Mark is a true artisan in the sneaker customisation realm. His unparalleled skill in transforming sneakers into unique pieces of art has garnered global recognition, making him a sought-after collaborator in the intersection of street culture and fashion.

Tamish Aswani

Tamish, the visionary force behind Ageless Galaxy, is a trailblazer in the streetwear industry. His creative prowess has elevated AGLXY to new heights, fusing futuristic aesthetics with a timeless appeal that resonates with enthusiasts worldwide.

Sneaker Con SEA 2024 Highlights: A sneakerhead's paradise

Sneaker Con SEA 2024 promises to be a transformative experience, embracing the rich tapestry of sneaker culture, streetwear fashion, music, and urban lifestyle. Attendees can expect a diverse range of activities, exclusive releases, and unforgettable moments including:

Kintsugi Sneakers by Mr. Sabotage: A Fusion of Craftsmanship and Storytelling

Witness the unveiling of 12 pairs of exclusive Kintsugi Air Jordan 1 highs by the visionary artist, Mr. Sabotage. Each pair is a unique masterpiece, meticulously crafted from vintage scarves and bandanas, embodying the art of Kintsugi. Step into a world where craftsmanship meets storytelling, as these limited editions tell a narrative of upcycled elegance, complete with luxurious trunks, vintage bags, and a glass capsule holding remnants of the materials used.

Marketplace Extravaganza

The Marketplace at Sneaker Con SEA 2024 transforms into a bustling haven, hosting a carefully curated line-up of over 200 international and local renowned brands and collaborations. Explore the latest trends, limited editions, and exclusive drops, creating a dynamic space where street culture enthusiasts can immerse themselves in the essence of global sneaker fashion.

Trading Pit: A Sneakerhead's Paradise

Hailed as the backbone of Sneaker Con SEA, this is where the heartbeat of the event resonates. Here, attendees can buy, sell, or trade their favourite footwear and apparel, fostering connections with fellow sneakerheads from the region and beyond. This interactive space is a melting pot of sneaker passion, providing a platform for enthusiasts to showcase their collections and discover coveted gems.

40 for 40 Stage Game Spectacular

Engage in the legendary 40 for 40 stage game, a thrilling spectacle where attendees have the chance to win incredible giveaways, including exclusive created-for-Sneaker Con SEA items. This dynamic game, a perennial favourite at Sneaker Con events all over the world, adds an element of excitement, creating an atmosphere of camaraderie and friendly competition among participants.

Sneaker Conversations: Unlocking Insights and Perspectives

Elevate understanding of sneaker and street culture by participating in rapid-fire Q&A sessions, panel discussions and mic-drop moments. Engage with key opinion leaders and personalities from the industry, and gain insights into the trends, innovations, and narratives that shape the dynamic landscape of street culture.

Ticket information: Elevating fans' experience

Tickets for Sneaker Con SEA 2024 are on sale now, offering three distinct tiers: General Admission, Premium, and the unparalleled VVIP experience. For more information and updates, visit the official website at sea.sneakercon.com or follow Sneaker Con SEA on [Instagram](https://www.instagram.com/sneakercon). Exclusive Sneaker Con SEA 2024 hotel packages with complimentary event tickets for two pax are available at <http://www.rwsentosa.com/sneakercon>. Valid for stays from now till 5 March 2024, these packages include an overnight stay at the eco-luxurious Equarius Hotel with its lush zen-like ambience at RWS and complimentary Sneaker Con SEA 2024 tickets for two pax. For an upgraded experience, fans can book an exclusive three-day-two-night Sneakerhead SE Stay with RWS to enjoy even more complimentary benefits that include VVIP event access, meet-and-greet with headliners, as well as unlimited flow of selected beverages.

Official Sponsors and Partners

SNKRDUNK

REAL PAIRS, UNREAL PRICES

Japan's No.1 Sneaker Marketplace is back with the best prices, and even best-er activities. Participate in their sure-win Kuji event to win free sneakers, TCG, streetwear, and more! Get your kicks legit-checked by top-class authenticators, and shop sneakers at prices you can't walk away from.

Carlsberg

Probably the Best Beer in the World

Carlsberg aims to place their brew in the heart of meaningful moments, and sneakerheads around the world can expect to enjoy Carlsberg Smooth Draught while copping our exclusive drops at Sneaker Con SEA 2024.

Pelago

Pelago by Singapore Airlines is proud to be the exclusive ticketing partner for Sneaker Con SEA 2024. More than a travel experiences platform, Pelago is about connecting you with new ideas and allowing you to discover yourself. Discover a diverse range of activities across 60+ countries with attractions, tours and offbeat adventures. As part of the SIA family, book worldwide experiences confidently and earn Krisflyer miles with every booking.

Monster Energy

Monster Energy invites you to the ultimate SneakerCon experience. Join the sneaker and skater community and immerse in the tantalizing goodness of Zero-Sugar Ultra Paradise. Fresh ink, sharp trims and refreshing samples await - be part of the ultimate beast experience.

Ardiles Culture

Ardiles Culture, a beloved street footwear brand from Indonesia, will be making an appearance at Sneaker Con SEA 2024 with limited product releases. They are also joining forces with monster energy to host skate activities and competitions on March 2-3, 2024. Aside from the fashion runway, visitors can participate in a shoe painting contest judged by Jeff Staple, and a dance battle.

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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

Danny Cham

danny.cham@rwsentosa.com

+65 6577 9758