

## Sotheby's & Stadium Goods to Auction *THE ULTIMATE SNEAKER COLLECTION*

Offering 100 of the Rarest Sneakers Ever Produced

Stadium Goods,  
The World's Premier Sneaker & Streetwear Marketplace,  
Curates a Selection of the Most Prized Footwear from their  
Famed *Trophy Case*

Auction to Feature:

*The 1972 Nike Waffle Racing Flat 'Moon Shoe'*  
An Original Sample Model of One of the First Nikes  
Estimate \$110/160,000

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*'Back to the Future II' Nike Mags*  
Both the 2011 and 2016 Releases  
Bring the Science Fiction Classic to Life

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*Travis Scott x Air Jordan 4 "Friends & Family" Collection*  
The Ultimate Collection of Travis Scott's Collaborations with Jordan  
Brand,

Comprising Four Rare Friends & Family Exclusives

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Limited Edition Collaborations by:  
ADIDAS | NIKE | YEEZY | JORDAN BRAND

Dedicated Online-Only Auction  
Open for Bidding Today through 23 July

Public Exhibition Now Open in Sotheby's New York Galleries  
Through 23 July

**NEW YORK, 11 July 2019** – Sotheby's is pleased to announce that we will auction 100 of the rarest sneakers in history, in collaboration with Stadium Goods – the world's premier sneaker and streetwear marketplace. [Stadium Goods' Trophy Case](#) offers the most exclusive and coveted sneakers ever produced by Nike, Air Jordan, Adidas, Yeezy and more, spanning over 15 years of the most sought-after, limited edition drops in sneaker history.

The dedicated, online-only auction is open for bidding today through 23 July. In addition to browsing the full offering on sothebys.com, we welcome sneakerheads and fans of rare collectibles, streetwear, and fashion to view the pieces in our New York galleries, in a public exhibition open today through 23 July.

*Noah Wunsch, Sotheby's Global Head of eCommerce, commented: "We are thrilled to partner with Stadium Goods on this sale, who are equally dedicated to exceptionalism and authenticity in their field as we are at Sotheby's. From the Paris Nike SB Low Dunks featuring designs by Bernard Buffet to the Nike Moon Shoe originally hand made by Nike co-founder Bill Bowerman, the sale offers a range of rare, highly-coveted collectible sneakers bringing together art, culture and fashion. This sale marks another step in our continued expansion of our online offerings of highly-coveted and exceptional luxury goods, in which we present the best examples across a myriad of categories to passionate collecting communities worldwide."*

*John McPheters, Stadium Goods co-founder and co-CEO, commented: "Partnering with Sotheby's on this extraordinary, first-of-its-kind auction is truly special. At Stadium Goods, we've long talked about how sneakers are this generation's luxury fashion, and being able to collaborate with a brand with the history and esteem of Sotheby's is further proof of that. We're offering dozens of incredibly exceptional items in this sale, including many that are genuinely one of a kind. These items are true cultural artifacts, and it will be a thrill to see them in a public exhibition alongside the rest of Sotheby's renowned offerings."*

## HANDMADE NIKE 'MOON SHOE' CIRCA 1972



The Nike “Moon Shoe” is one of the most significant artifacts in the history of the multi-billion dollar athletic brand. One of only a handful of pairs known to exist, the present pair is a handmade running shoe designed by Nike co-founder and legendary Oregon University track coach Bill Bowerman. As the famous story goes, Bowerman was first inspired to create the innovative waffle sole traction pattern found on the brand’s early running shoes by tinkering with his

wife’s waffle iron and pouring rubber into the mold to create the first prototype of the sole. Made for runners at the 1972 Olympic Trials, only about 12 pairs of the *Moon Shoes* were created, with even fewer still remaining today. With an estimate of \$110/160,000 the sneaker on offer is the only pair known to exist in unworn condition.

## 2011 AND 2016 - NIKE MAGS

Worn by Marty McFly in *Back to the Future Part II*, the once-fictional sneaker was released by Nike in 2011, following petitions from fans to create the mythical design. With only 1,500 pairs made, the limited-edition shoe was one of the most significant sneaker releases in history. Exclusively offered at auction that year to benefit the Michael J. Fox Foundation for Parkinson’s Research, each pair of original Nike Mags fetched thousands of dollars. While the 2011 version did not include the self-lacing technology as seen in the movie, it included light-up features on the strap, heel and midsole. The pair on offer in the present auction is estimated to sell for \$13/18,000.

In 2016, Nike perfected real power lacing technology, and released the Mag once again – also sold to benefit the Michael J. Fox Foundation for Parkinson’s Research. With only 89 pairs produced, the self-lacing version was much more limited than the 2011 release and even more special due to the power-lacing feature and extreme rarity. The pair on offer in the present auction is estimated to sell for \$50/70,000 (pictured above).



### TRAVIS SCOTT X AIR JORDAN 4 ‘FRIENDS & FAMILY’ COLLECTION



Designed by multi-platinum rapper Travis Scott, this collection features some of the most sought-after sneakers in recent years, including four unreleased ‘Friends and Family’ versions of Scott’s Air Jordan 4 “Cactus Jack” design. The group is comprised of the highly coveted purple suede edition, two versions of the “Mocha” colorway; and a preliminary version of the blue colorway without the speckled detailing on the

plastic lacing and heel tabs of the version released at retail. The four pieces will be offered as one lot along with the original retail version, for a total of five highly sought-after items (estimate \$45/60,000).

#### **About Stadium Goods**

Stadium Goods is the world’s premier sneaker and streetwear marketplace. Founded in 2015 by John McPheters and Jed Stiller, Stadium Goods brings a premium retail aesthetic, unmatched product offering and service level to the aftermarket, by calling upon extensive industry experience and a commitment to authenticity. As a testament to the company’s execution on this mission, it was announced in early 2018 that LVMH Luxury Ventures was backing Stadium Goods. In January 2019, Farfetch acquired Stadium Goods, bringing about the next stage in the company’s evolution to seize upon synergies in business models but also capitalize on the confluence of sneakers/streetwear and high fashion.

In addition to its online and brick-and-mortar store at 47 Howard Street in the heart of New York City’s Soho district, Stadium Goods also distributes its merchandise through Alibaba, Amazon, eBay and more. For more information, please visit [stadiumgoods.com](http://stadiumgoods.com).

#### **About Sotheby’s**

Sotheby’s has been uniting collectors with world-class works of art since 1744. Sotheby’s became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973), India

(1992) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's presents auctions in 10 different salesrooms, including New York, London, Hong Kong and Paris, and Sotheby's BidNow program allows visitors to view all auctions live online and place bids from anywhere in the world. Sotheby's offers collectors the resources of *Sotheby's Financial Services*, the world's only full-service art financing company, as well as the collection, artist, estate & foundation advisory services of its subsidiary, *Art Agency, Partners*. Sotheby's presents private sale opportunities in more than 70 categories, including S|2, the gallery arm of Sotheby's Global Fine Art Division, and three retail businesses: Sotheby's Wine, Sotheby's Diamonds, and Sotheby's Home, the online marketplace for interior design. Sotheby's has a global network of 80 offices in 40 countries and is the oldest company listed on the New York Stock Exchange (BID).

*\*Estimates do not include buyer's premium. Prices achieved include the hammer price plus buyer's premium and are net of any fees paid to the purchaser where the purchaser provided an irrevocable bid.*

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**Images are available upon request**

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