



## **PUMA x HYPEBEAST DIM SUM RELEASE**

### **Eugene Kan, Managerial Editor at Hypebeast**

As a freelance contributor at Hypebeast, Eugene Kan, became Hypebeast's first ever editor. On a day-to-day basis, Kan's role involves an over-achieving umbrella inclusive of overseeing daily editorial content, setting the direction of Hypebeast (from a content and strategic level) and creating important relationships with artists, brands and creatives.

In the beginning, Kan did not have the desire to enter the world of publishing yet somehow, he found himself in the middle of one of the internet's most popular and influential fashion and cultural blogs. A *laissez-faire* attitude had him essentially cruise through school with little afterthought about the future. Playing soccer/football (depending on your part of the world) was the main concern, but even then he was not the next Iker Casillas in the making either. A short stop in Hong Kong's 1st division football league was probably an indication of his skill level, with one season enough to realize that he was faced with returning to Canada and essentially starting back at square one.

Kan later learned his hobby had the potential to expand into greater opportunities. Given all the free time in a new city, a large chunk of his time was spent checking out the latest sneakers on the once fabled sneaker street in Mong Kok and the various reseller shops that littered the vertical strip malls across Kowloon and Hong Kong. This interest soon manifested itself in a role as a writer at a local online sneaker retailer and blog, Kix-Files, helping to pave the way for a step up at Hypebeast. At the time, Hypebeast was very much in its infancy as it slowly found its bearings in a world less unaccustomed to blogs and more focused on forums. Since then it has been a whirlwind experience watching a humble online platform become a household name in the landscape of fashion, design, art and culture.

Kan's part in the culmination of over six years of work, has seen Hypebeast reach 6 million visitors and garner over 23 million hits a month making it one of the most important cultural drivers on the internet today.