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The collectors of tomorrow are investing in these sneakers

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Rare sneakers are now trading as hotly as collectable cars, watches and art – in fact, the most sought-after pairs are worth millions of dollars. Particularly elaborate examples are currently on display at Phillips in Hong Kong...





Each generation has its own objects of desire and while baby boomers typically dream of classic sports cars and vintage watches, the hipsters and well-to-do Gen Xers and Zers invest their fortunes in design objects and pop-culture collectables that often blur the boundaries of fashion and art. There's a global and rapidly growing market for sneakers especially - rare Nikes and Jordans are sometimes auctioned for six-figure sums.

The *Tongue + Chic* exhibition at Phillips' Hong Kong gallery is currently showing rare sneakers and offbeat singles individualised by renowned contemporary artists such as KAWS, Damien Hirst, Daniel Arsham and Takashi Murakami. And who knows, perhaps art shoes will one day be worth as much as the BMW art cars by Andy Warhol and co. The exhibition can be viewed until 25 October 2019.

Photos: Phillips

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