

# Culture Meets Collecting

**The Definitive List of  
21<sup>st</sup> Century Icons**



# Introduction

Catawiki, Hypebeast and an international panel of experts have teamed up to curate a list of the 100 most iconic, collectable items of the 21st century.

Online marketplaces like Catawiki have revolutionised the world of collecting, making once-niche interests and subcultures more accessible than ever. Originally launched in 2008 as an online community for comic book collectors, Catawiki has since evolved into a vibrant marketplace, hosting over 75,000 objects in weekly auctions and allowing a wider range of people to become collectors and fulfil their passions.

As we approach the end of the first quarter of the 21st century, this collaboration reflects on how the rapid pace of cultural evolution—fueled by technology and social media—has reshaped the landscape of collecting. The list features everything from bold re-imaginings of classic brands like Barbie to unconventional luxury fashion pieces such as the Vetements DHL t-shirt and Balenciaga Triple S sneakers, and even the resurgence of early 2000s nostalgia, exemplified by the renewed demand for vintage tech like the iPod and digital cameras.

This list of 100 items not only captures significant trends and emerging subcultures like blokecore, cottagecore, and gorpcore, but also forms part of a broader exploration of 21st-century collecting. Even the widespread use of the “-core” suffix signals how quickly the cultural landscape is evolving. Catawiki and Hypemind have further investigated the future of collecting, mapping the path ahead for both enthusiasts and investors. These items are intended to point towards future directions, speculating on the concerns, hopes, anxieties, and dreams that will continue to shape the next 25 years of the century.





# Methodology

The Catawiki team combined data from its online marketplace's most-searched terms in 2023 and the results of a qualitative survey with their in-house experts to create a longlist of objects and brands from the 21st century. A panel of Hypebeast editors, Catawiki experts and chosen external experts then took these insights to create this final list of 100 items.

The panel started by discussing what makes a brand or item iconic, focusing on the stories behind the objects. The term "narrative object" was key throughout. A major theme was the fast pace of changing trends. In the past, subcultures like goth or punk lasted for years, but today trends like normcore or cottagecore come and go quickly, reflecting the rapid evolution of culture. A glossary was created to define the important trends in the list.

Most items chosen link to common themes from the past 25 years. These themes cross categories like fashion, design, music, and literature. For example, the "High/Low" theme connects items like the Vetements DHL T-Shirt and Moschino French Fries iPhone case, while "Ugly Aesthetic" appears in Max Lamb's Poly Console and classic Crocs. Subcultures like "Vaporwave" and "HyperPop" are represented in Far Side Virtual album by James Ferraro and Numbers, the CD single by SOPHIE.





# The Defining Themes and Trends of the 21st Century so far

In the early 21st century, diverse themes like Cottagecore and Gorpcore have influenced our aesthetics, values, and collecting behaviours. From the understated Quiet Luxury to the playful Ugly Aesthetic, these trends reflect contemporary style and identity. This exploration reveals the blending of high and low culture, the significance of objects, and the evolving roles of technology and feminism.

## Acceleration

A concept often associated with the rapid pace of technological and cultural change, sometimes critiqued for its destabilising effects on society.

## Blokecore

A fashion trend that celebrates casual, working-class style with a focus on football jerseys, tracksuits, and retro sportswear.

## Cute Gothic

A fashion or aesthetic style that blends gothic elements like dark colours and themes with "cute" or whimsical features, creating a contrast between dark and sweet.

## Cottagecore

An aesthetic movement that romanticised rural life, featuring pastoral visuals, homemade crafts, and a return to simpler living.

## Eurocentric Norms

Cultural standards and practices that prioritise European values, aesthetics, and history, often at the expense of other global perspectives.

## Future Feminism

A forward-looking feminist movement or ideology that envisions new pathways for gender equality in a rapidly changing world.

## Gorpcore

A style trend that embraces outdoor and hiking gear as everyday fashion, prioritising functional and utilitarian clothing.

## High/Low Culture

The blending or juxtaposition of elite (high) cultural elements with popular or mass (low) culture, often seen in art, fashion, and media.

## Meme

A piece of media, often humorous, that spreads rapidly online and evolves as it's shared and remixed across the internet.

## Narrative Object

An item designed or perceived to tell a story or convey a specific narrative, often tied to cultural or personal significance.

## Normcore

A fashion trend that emerged in the early 2010s, characterised by dressing in deliberately simple, plain, and unremarkable clothing. The term blends "normal" and "hardcore" to describe the act of embracing average or conventional styles as a form of fashion statement.

## Quiet Luxury

A fashion trend that emphasises understated elegance and high-quality craftsmanship without overt branding or logos.

## Ugly Aesthetic

A design and fashion trend that deliberately embraces unconventional, clashing, or "ugly" elements to challenge traditional notions of beauty.

## Vaporwave

An internet-born aesthetic and music genre characterised by retro-futuristic visuals, nostalgic 1980s-1990s elements, and a critique of consumer culture.

## Vintech

A blend of "vintage" and "technology," referring to older tech gadgets from the late 1990s and early 2000s, such as iPods and early digital cameras, which have become collectable due to their nostalgic value.

# Themes



# The Panel

## Hypebeast



### Felix Young

**Hypebeast Editorial Director, EMEA**

Felix is a DJ and photographer, describing himself as a "natural storyteller and multifaceted marketer with over 12 years of cross-functional experience in sportswear, fashion, music, and media." During his time at Adidas HQ, he helped launch iconic streetwear sub-brands and collaborations, including NMD, Original Superstar, Palace, Pharrell Williams, and YEEZY.



### Sam Rogers

**Hypebae, Editorial Director**

Sam has previously written for publications such as Vogue and Wallpaper. Her work for Hypebae bridges the worlds of beauty and fashion with contemporary social commentary and a globally significant understanding of how culture is evolving. Her analysis of classics, such as the Burberry raincoat, sits alongside articles on how female-led brands are transforming cultural narratives around beauty standards.



### Alice Morby

**Hypeform, Senior Design Editor**

Alice specialises in furniture, interiors, and design. Over the past decade, she has written for some of the world's leading design and architecture magazines, and consulted for designers, studios, and brands on their editorial and communications strategies. She demonstrates impeccable modern taste, bridging the gap between contemporary art, design, and interiors.



### Keith Estiler

**HypeArt, Managing Editor**

Keith established Hypebeast's inaugural art department, now known as Hypeart. Since then, he has developed deep connections in contemporary art, collaborating with prominent galleries like Hauser & Wirth and auction houses such as Sotheby's. Estiler explains: "In essence, my curatorial approach seamlessly integrates my passion for storytelling with an unwavering commitment to diversity, inclusion, and accessibility."

## Catawiki



### Eleonore Floret

**Interiors Expert at Catawiki**

Eléonore Floret, raised in a family of architects and interior designers, transitioned from studying International Relations to a design career. After 6 years at a Paris auction house, where she rose to co-director of contemporary design, she now works at Catawiki, connecting buyers and sellers with unique pieces.



### Toby Wickwire

**Toys Experts at Catawiki**

Toby started playing video games in the 1980s and spent the next decade trying to collect every video game and console from the 1970s to mid-1980s. He co-founded The Portland Retro Gaming Expo in 2006 and co-owns his family's vintage toy store, supporting buyers and sellers in the Toys category with his vast experience.



### Fleur Engelina Julietta Feijen

**Fashion Expert at Catawiki**

Fleur Engelina Julietta Feijen, Catawiki's Fashion Expert, inherited her love for beautiful things from her family's 40-year-old antique shop and her mother's career as an interior decorator. She blends her market knowledge, social influence and entrepreneurial experience to help preserve unique, historic objects for future generations through Catawiki's auctions.



### David López-Carcedo

**Modern and Contemporary Art Expert at Catawiki**

David is an economist with a Master's in Art History and over 10 years of experience. He began his career in decorative arts auctions, later specialising in Post-War and Contemporary Art at renowned international auction houses and galleries. David's expertise has contributed to projects that enhance the understanding of 20th and 21st-century art movements across Europe and America.

## Industry Experts



### Lil Internet

**Co-founder, New Models**

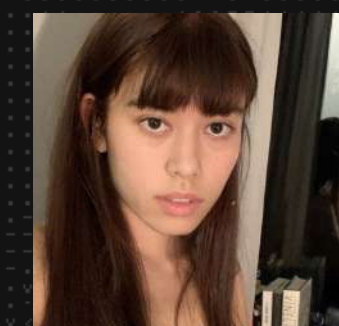
Having DJed and produced music since his teens, he has gone on to directed music videos for artists like Beyoncé, Diplo and Skrillex. Lil Internet is a creative entrepreneur and visionary, known as the co-founder of New Models, a platform that merges art, media, and critical discourse. With a background in digital culture, he uses New Models to explore the intersections of technology, culture, and politics.



### Caroline Busta

**Co-founder, New Models**

Caroline Busta is a cultural critic and the co-founder of New Models, a pro-complexity media node for the critical analysis of art, tech, politics, and pop culture. With a background as a former editor of DIS Magazine and Artforum, she created New Models to provide critical analysis of contemporary culture, technology, and society through a multidisciplinary lens.



### Olivia Kan Sperling

**Assistant Editor, The Paris Review**

Olivia Kan-Sperling is a writer and an editor, currently assistant editor and regular contributor to the Paris Review. In 2022 she became an author with the publication of her first book Island Time, a book of Kendall Jenner x Lil Peep fan fiction. She is an essential and much sought after commentator of consumer objects and shifting value models.



### Liv Vaisberg

**Founder, Office for Art & Design**

In September 2017, Liv Vaisberg founded the Office for Art & Design, a consultancy that advises clients on art and design strategies while providing implementation services through her team. Combining her solid expertise as a cultural entrepreneur and international art fair director with an extensive network, she creates and executes art projects and offers guidance on programming and development internationally.



### Galila Barzilai-Hollander

**Founder, P.O.C. (Passion, Obsession, Collection)**

Founder of the POC (Passion Obsession Collection), renowned for its distinct thematic categories, Galila is a lifelong collector and curator of her personal collection. She focuses on the human, instinctual approach to collecting and emphasises how a fashion, art, or design collection can reflect a personal worldview and potentially be life-changing.



### Rumi Josephs

**Strategist, Trend Forecaster**

Rumi transitioned from a background in visual arts into Cultural Strategy and Trend Forecasting. He has maintained strong connections to the art world and has been a guest lecturer at the Royal College of Art and the London College of Fashion. His work offers a unique perspective on future aesthetics and social movements.



# The Top 100

Creator	Object
Albert Oehlen	Untitled, 2018
Alessi	Anna Corkscrew, 2003
Anna Aagaard Jensen	The Big Lady Chair, 2018
Anne Imhof	Untitled, 2017
Apple	iPod Classic 1st Generation, 2001
Arthur Jafa	Screen Shot, 2017
ASICS x Cecilie Bahnsen	GT-2160, 2023
Audrey Large	Meta (tower) Shelves, 2022
Balenciaga	Triple S, 2017
Bandai	Tamagotchi Connection Girls Rock, 2004
Barbara Kruger	Untitled (Your body is a battleground), 1989
BlackBerry	Bold 9000, 2008
Boris Dennler	Radiator Chair, 2006
Bottega Veneta	The Pouch Gathered Leather Clutch, 2023
BTS	Memories of 2018 Blu-Ray Cards Complete Set, 2018
Burberry	Waterloo Heritage Trench Coat, 2000
Cartier	Panthère de Cartier Ring, 2005
CASIO	A168WG-9, 2009
Casterman	Tintin and Alph-Art, 2004
Celine	Leather Scrunch Ballerina Block Heel Pumps, 2015
Christoffle	MOOD, 2005
Claire Tabouret	Les Débutantes, 2014
Comme des Garçons x Nike	Premier, 2021
Crocs	Classic Clog, 2002
DX Racer	Formula Series Gaming Chair, 2006
Éditions Mille et Une Nuits	Tiqqun – Premiers matériaux pour une théorie de la Jeune-Fille, 2001
Ettore Sottsass	Mirror, 1970
Eva and Franco Mattes	Karee Kayvon, 2006
Faye Toogood	Roly Poly Chair, 2020
Flos	Mayday Lamp, 2000
French Mint	Euro Coin 2000 Millennium Franc, 2000
Gucci x Dapper Dan	Silk Scarf AW18, 2018
Harman Kardon	SoundSticks II, 2000
Hatje Cantz	Wolfgang Tillmans – Exhibition Catalogue, 2017
Haus Otto	Pixel Chair, 2020
Hippos in Tanks	James Ferraro – Far Side Virtual, 2011
IKEA x PS Jonsberg	Vase, 2005
Isamu Noguchi x FUTURA2000	Akari UF4-L, 2020
Jacquemus	Le Chiquito Signature Mini Handbag, 2019
Jacques Selosse	Vintage, 2008
James Turrell	Amrta, 2011
Jenny Holzer	Protect Me From What I Want, 2000
Johan Viladrich	RB02 Bench, 2010
Jon Rafman	You Are Standing in an Open Field, 2019
Juergen Teller	Boys Don't Cry 001, 2016
Juicy Couture x T-Mobile	Sidekick 2, 2004
Kartell	Bourgie Table Lamp, 2004
Kim Mupangilai	Bina, 2023
Koenig	Bernadette Corporation: 2000 Wasted Years, 2014
Laurids Gallee	PL - 04 Lamp, 2024

Creator	Object
Lego	Lego Star Wars Cloud City, 2003
Leo Orta	Day Dream: The 'Mew' and 'Mewtwo' Armchairs, 2024
Les Éditions Albert René	Asterix and the Picts, 2013
Linde Freya Tangelder	Destroyers / Builders Bold Aluminium Tray, 2017
Lionel Messi	Messi's signed and match worn jersey, 2000
Loewe	Small Puzzle Bag, 2014
Loki Dolor	Transparent Nudibranch Ring, 2022
Lubaina Himid	Jelly Mould Pavilions for London, 2021
Maison Margiela	Tabi Boot FW2010, 2010
Mattel	Barbie Malibu House Playset, 2019
Max Lamb	Poly Console, 2024
Metahaven	WikiLeaks Scarf, 2011
Moschino	French Fries iPhone 5 Case, 2014
MSCHF	Big Red Boot, 2023
Nikka	Yoichi Single Cask, 2005
Nintendo	Nintendo Switch Animal Crossing: New Horizons Edition, 2020
Numbers	SOPHIE - PRODUCT, 2016
Oakley	Thump Sunglasses, 2004
Ocho	Rkatsiteli Qvevri - Why r u here?, 2020
Omega	Seamaster, 2005
Panasonic	Lumix DMC-GF1, 2009
Philippe Starck	The Ghost Chair, 2002
Pipilotti Rist	Kern der Berührung, 2006
Pokemon	Charizard 1st Edition, 1997
Prada	Re-nylon Bag, 2019
Razer	Quartz Razer Kraken Kitty Edition, 2010
Rephlex	Aphex Twin – Analord 10 Binder, 2005
Roland	TR-808 Rhythm Composer Machine, 1983
Rolex	GMT-Master II "Batman" 116710BLNR, 2013
Ryan Trecartin	I-Be Area, 2007
Sabine Marcelis	Candy Cube, 2017
Salomon x Maison Margiela	Cross Low x MM6, 2022
Sony	Cybershot DSC-W220, 2009
Sony	Playstation 2, 2000
Square Enix	Final Fantasy VII PS1 CD-Rom 4 Disc Set, 1997
Sternberg Press	Rare Earth, 2016
Supreme x Louis Vuitton	Box Logo Hoodie, 2017
Telfar	Shopping Bag, 2014
Tesla	Roadster, 2008
Tiffany	T Smile Pendant, 2014
Tobia and Afra Scarpa	Soriana Sofa, 1972
Urbanomic	Nick Land – Fanged Noumena: Collected Writings 1987 - 2007, 2011
Vetements	DHL T-Shirt, 2016
Virgil Abloh x IKEA	Markerad Receipt Rug, 2019
Vitra x Eames	Elephant, 2007
Volkswagen	VW Golf GTI MKV, 2003
Walter van Beirendonck	Dream the World Awake, 2013
Yamaha	Yamaha YZF-R1, 1998
Yayoi Kusama	Fireflies, 1999
Yeezy	Adidas YEEZY BOOST 750 OG, 2015





## Protect Me From What I Want Jenny Holzer, 2000

A 70s conceptual art pioneer whose work has only continued to gain relevance in the 21st century, Jenny Holzer's practice ranges from painting redacted US military documents to carving Donald Trump tweets in stone. Her focus on short text prefigured the importance of short-form communication now familiar across Twitter and in the comments sections of Instagram and YouTube. Holzer was already dealing with issues of public information and private confession; the manipulative use of language and information; permanence and disposability; individual and collective activity. Prophetically, in the 21st century, these issues grew dramatically in importance, and Holzer embraced this by producing work that remained tightly focused and powerfully relevant.

In 2010, it became very clear that words could result in revolutions, in what was later dubbed the Arab Spring.

Jenny Holzer's Truisms series begins with the premise that words can overturn governments, liberate people, and bring about freedom. Protect Me From What I Want is one of her most instantly recognisable Truisms and evokes issues of power, consumerism and vulnerability. Printing the statement in gold on wood in postcard size plays with ideas of how information is distributed. She has continually experimented with multiple "delivery systems" for these words, but all reflect powerfully on the political and cultural implications of communication. Whether on LED display boards, advertising video billboard screens, or electronic message boards driven around the city on trucks, Holzer has managed to (as she says) "inject" her messages into public culture. Amid the endless landscape of corporate slogans and advertising, you might just catch a glimpse of a message that changes your life forever.

## Fireflies Yayoi Kusama, 1999

Yayoi Kusama is often credited with pioneering the selfie-friendly art installation. Her silkscreen print *Fireflies* was brought to life through her *Fireflies Infinity Mirror Room* installations, which have been exhibited in museums worldwide. These installations create an immersive, dreamlike environment where viewers are surrounded by endless reflections of lights. Using mirrors, water, and small LED lights, Kusama creates the illusion of infinite space, evoking a sense of transcendence while also providing the perfect backdrop for Instagram-worthy selfies.



## Tabi Boot FW2010 Maison Margiela, 2010

Under the creative direction of John Galiano, Maison Margiela continued to push boundaries in luxury fashion. The Tabi Boot inspired a wealth of viral content on social media, embodying the unconventional and "Ugly Aesthetic" style. Its unique design captured the public's imagination, eliciting a mix of surprise, respect, and humour.



## Small Puzzle Bag Loewe, 2014

The Puzzle bag was Loewe's first new bag design since the 1980s, offering an innovative and multi-dimensional shape while remaining highly practical. It strikes a balance between understated elegance for everyday use and sophistication for formal occasions. Crafted from 75 individual pieces of leather and requiring hundreds of intricate handcrafting processes, the bag showcases exceptional craftsmanship. As Loewe's popularity has grown, the Puzzle bag has become one of the brand's most iconic and celebrated creations.



## The Pouch Gathered Leather Clutch Bottega Veneta, 2023

Quiet luxury has emerged as a major trend, redefining the timeless classic look for a new generation. Bottega Veneta's pouch is a prime example of how luxury is conveyed through understated simplicity, while also reflecting a commitment to sustainability. Since 2022, the brand has introduced a lifetime warranty program for its bags, offering unlimited complimentary refreshes and repairs, reinforcing its dedication to quality and long-lasting craftsmanship.



“VINTECH”



## iPod Classic 1st Generation

### Apple, 2001

Apple is one of the few tech companies that can boast a dedicated fandom in addition to just customers. The iPod was completely revolutionary when it was released between 2001 and 2003. The scroll wheel became an instantly recognisable, iconic feature. One of the most endearing aspects of Apple's product design has been the company's ability to create an intuitive, natural user experience for things that never existed before. Objects like the iPod established the user experience logic for all subsequent devices.

The iPod set the scene for two decades of portable music listening, responding to the new MP3 audio format, which

made music a matter of data storage rather than physical objects such as CDs. This led to a revolution in digital assets of many kinds, including images and films. But in 2001, the claim that the 5 GB device would give you "1,000 songs in your pocket" was a game-changing event.

To this day, music streaming platforms are the legacy that continues from the ability to take an entire music library with you in a compact and easy-to-use device. The iPod may have been discontinued in 2022, but its impact is far from over.

## Formula Series Gaming Chair

### DX Racer, 2006

Gaming in the 21st century has evolved into a global phenomenon, driven by advanced technology and immersive experiences across diverse platforms, engaging millions of players worldwide. Setting a new standard for comfort and support in gaming chairs, the Formula Series has influenced a broad range of ergonomic products and underscores the shift towards prioritising user comfort in the digital age during long hours of gaming, vlogging and streaming.



## Nintendo Switch Animal Crossing: New Horizons Edition

### Nintendo, 2020

The Nintendo Switch *Animal Crossing: New Horizons Edition* was released in 2020 to coincide with the launch of the much-loved game. *Animal Crossing*'s cultural significance extended beyond gaming when the platform became a space for political protests such as those for Hong Kong and BLM, during the global lockdown. This edition has since become a sought-after collector's item, valued for both its nostalgic appeal and its connection to a historically impactful moment.



## Aphex Twin – Analord 10 Binder

### Rephlex, 2005

The Holy Grail for electronic music collectors. Aphex Twin has had a profound impact on electronic music. Aphex Twin's emphasis on sonic experimentation and his DIY ethos have left an enduring mark on how music is created and perceived in the modern era and disruptive marketing techniques to promote his albums and rare editions such as this bound collection have helped secure Aphex Twin a mythical status.



## Final Fantasy VII PS1 CD-Rom 4 Disc Set

### Square Enix, 1997

Final Fantasy has a huge fandom that is so dedicated they produce their own stories, images, and much more. FFVII, released in 1997, is a fan favourite even though the series is currently at its sixteenth instalment. The success of the FFVII Remake, released for the PlayStation 4 in three parts since 2020, has driven the fandom to new levels.



“COLLECTORS GET INTERESTED WHEN THERE’S A STRONG NARRATIVE BEHIND THE OBJECT – A MESSAGE THAT IS ECOLOGICAL, FEMINIST, OR QUEER. WHEN SOMETHING IS BEING SAID THROUGH THE DESIGN, THAT IS WHAT APPEALS TO COLLECTORS.”

**Liv Vaisberg**

Founder, Office for Art & Design

## Untitled (Your body is a battleground)

**Barbara Kruger, 1989**

Kruger’s work is a commentary on women’s rights and bodily autonomy. The phrase “Your body is a battleground” underscores the idea that women’s bodies are sites of ongoing struggle and political contention, particularly regarding issues like reproductive rights and gender equality. The origin of a consumerist critique that would remain relevant well into the 21st century, with Supreme borrowing its logo typeface as a direct reference to this work. Kruger’s postmodern analysis of consumer capitalism proved to be more relevant than ever in the preceding decades.



## Big Red Boot

**MSCHF, 2023**

MSCHF is known for pushing the boundaries of conventional design and creating provocative, often humorous items that spark conversation. The Big Red Boot fits into this tradition by challenging traditional notions of fashion and footwear with its oversized and attention-grabbing design. The boot gained significant attention in the fashion and pop culture spheres, becoming a physical meme, an in-joke that went viral on social media.



## PL - 04 Lamp

**Laurids Gallee, 2024**

One of the best examples of “objects with narrative” is the PL-04 Lamp by Laurids Gallée, who was an anthropologist before becoming a designer. His previous academic discipline is evident in the way Gallée often draws inspiration from human behaviour, culture, and history. The craftsmanship displayed in the lamp also holds a deeper emotional and symbolic layer, which is a particular draw for collectors.



## GT-2160

**ASICS x Cecilie Bahnsen, 2023**

The collaboration between ASICS and Cecilie Bahnsen on the GT-2160 merges normcore with coquette aesthetics. Over the past 25 years, the fashion world has oscillated between utility and decoration. Bahnsen’s super-feminine, silver-centric colorway, featuring an intricately embroidered floral upper, is a celebration of playful prettiness. She explains, “There is something really interesting about the juxtaposition of hyper-feminine details with more sporty pieces that I’ve always loved.”





“QUIET LUXURY”

## Re-nylon Bag Prada, 2019

Prada's Mini Nylon Bag gained popularity at the start of the 2000s and saw a resurgence in 2019, reflecting the Y2K trend and a renewed interest in early 2000s fashion. Prada reissued the iconic bag during this wave, and it remains a staple in the fashion scene. Its appeal is amplified by its use of regenerated nylon (ECONYL®), aligning with contemporary values of sustainability and attracting eco-conscious younger generations.

## Leather Scrunch Ballerina Block Heel Pumps Celine, 2015

Celine, under the creative direction of Hedi Slimane, is known for its sophisticated and minimalist designs. The brand's ballerina pumps feature a unique, scrunched leather upper, which adds a distinctive, sculptural element to the classic ballet shoe. This sets them apart from traditional flat ballet shoes, solidifying Celine's status as one of the most iconic brands of the 21st century.



## Candy Cube Sabine Marcelis, 2017

This versatile piece of furniture is an instant design classic, uniquely reflective of its time. Sabine Marcelis's Candy Cube exemplifies both material innovation and the exploration of functional boundaries. Its design blurs the line between art and utility, serving as both a striking decorative element and a captivating conversation starter.

## Premier Comme des Garçons x Nike, 2021

Rei Kawakubo is a fashion pioneer known for her daring designs at COMME des GARÇONS. The COMME des GARÇONS x Nike Premier sneaker featured in the Fall/Winter 2021 show and brings a striking avant-garde silhouette to the traditional sports shoe. This collaboration epitomizes the clash between sport and luxury, showcasing how brand partnerships can push the boundaries of traditional fashion.



## Shopping Bag Telfar, 2014

Designed by Liberian-American designer Telfar Clemens, the Telfar bag is recognized for its slogan, "Not for you, for everyone," highlighting its focus on accessibility and challenging the exclusivity often associated with luxury fashion. The bag has become a powerful symbol of support for Black-owned businesses and queer identity, as Clemens is a Black, queer designer. It represents a broader shift in fashion towards celebrating underrepresented voices and creating more inclusive spaces within the industry.





## Poly Console

### Max Lamb, 2024

Max Lamb's Poly Consoles are an assemblage of random offcuts from his studio, sprayed with a high-density polyurethane rubber coating. The nature of the scraps dictates each form and experiments with economy, speed, and performance result in one-of-a-kind, collectable forms for the home and the gallery. Lamb's forms are eccentric, unusual, and contemporary. His work and vision are authentic, making him one of the most intriguing makers working today.



## Waterloo Heritage Trench Coat

### Burberry, 2000

The Burberry trench coat is a timeless wardrobe classic. The brand faced significant challenges in the early 21st century when the brand became associated with football hooliganism, partly due to cheaper counterfeit items featuring its iconic check pattern. However, through celebrity endorsements, early adoption of social media, and by offering customers the ability to purchase runway items instantly online, Burberry successfully reclaimed its global reputation. Today, the iconic trench coat remains a symbol of enduring style.

## Silk Scarf AW18

### Gucci x Dapper Dan, 2018

The Gucci Dapper Dan Silk Scarf AW18 launched the trend for wearing the item as a "babushka" headscarf, perhaps most famously worn by A\$AP Rocky at the 2021 Met Gala. The style usually favoured by Russian grandmothers was an unexpected move from the rapper, but clashing cultural codes is what made the look so striking. A subtle play with the codes of race, class, and gender would continue to evolve in street fashion and wider culture.



## French Fries iPhone 5 Case

### Moschino, 2014

Before any official high/low culture collaborations became a trend, Moschino's Fall/Winter 2014 collection was based around luxury versions of the McDonald's staff uniform. As Moschino's creative director from 2013 to 2023, Jeremy Scott brought a bold, pop culture-infused vision to the brand. The French Fries iPhone 5 Case, in particular, saw him push Moschino into the spotlight of contemporary pop fashion.

## Untitled

### Albert Oehlen, 2018

Oehlen's paintings are highly influential due to their incorporation of new media such as computer-aided design and laser printing. His subject matter often incorporates computer language, pixels, and digitally rendered objects and are a record of every new piece of technology with which it is possible to make a mark or a gesture.



“MY COLLECTION IS MY DNA, BUT IT’S ALSO A REFLECTION OF WHAT I BELIEVE IN LIFE. COLLECTING NEEDS TO TRIGGER YOUR MIND, TRIGGER YOUR PERSONALITY.”

### **Galila Barzilai-Hollander**

Founder, P.O.C. (Passion, Obsession, Collection)

## **Adidas YEEZY BOOST 750 OG** **Yeezy, 2015**

Created by Kanye West in collaboration with Adidas, the YEEZY BOOST 750 OG was one of the first major releases under the YEEZY brand. This collaboration brought high fashion and streetwear together in a way that had a significant impact on both industries and as a highly sought-after item, the YEEZY BOOST 750 OG was released in limited quantities, creating a sense of exclusivity and scarcity. This limited availability contributed to its high resale value and status as a coveted collectable.



## **Markerad Receipt Rug** **Virgil Abloh x IKEA, 2019**

The collaboration between Virgil Abloh, the influential designer behind Off-White and artistic director of Louis Vuitton's men's wear, and IKEA, a global leader in affordable home furnishings, was a major cultural event. It represented a fusion of high fashion and accessible design in an unexpectedly perfect high / low culture collaboration and is also one of the best examples of the late Abloh's branding principles in action.

## **Boys Don't Cry 001** **Juergen Teller, 2016**

Following its long-awaited public release, Frank Ocean published the foil-wrapped magazine Boys Don't Cry, which included a special release of the album Blonde. The iconic imagery brings together one of the most interesting photographers of his generation with the hottest rap star of the time. The unforgettable imagery used for the album cover of Ocean's Blonde album is particularly striking.



## **TR-808 Rhythm Composer** **Roland, 1983**

Despite the date of its first release, the TR-808 has continued to remain relevant to the 21st century, not least because of its use and reference in Kanye West's 808s & Heartbreak. The TR-808 is everywhere. It might be unnoticeable at first due to the fact that it fits perfectly into the fabric of popular music, but listen a little closer and its distinct sounds become unavoidable—remaining essential due to the demand for the original rather than software emulations. Its continued relevance in music production highlights a return to older methods of creating music.





## Barbie Malibu House Playlet Mattel, 2019

The 21st century has witnessed dramatic and unexpected re-imaginings of existing brands, but Barbie's comeback stands out as one of the most fascinating. Greta Gerwig's 2023 film revitalized Barbie in popular culture by embracing feminist discourse. Clever and camp in equal measure, the film delighted in challenging the objectification of women, placing Barbie (literally an object) at the center of a story about the performativity of femininity and masculinity. Barbie's Dreamhouse plays a prominent role in the film, bringing renewed attention to the history of the toy itself.



## Tiqqun – Premiers matériaux pour une théorie de la Jeune-Fille Éditions Mille et Une Nuits, 2001

Premiers Matériaux pour une Théorie de la Jeune-Fille is an important text for understanding critical theory and contemporary critiques of capitalism and identity. Whether consciously or not, the ideas in this book have become so ingrained in the public consciousness that it is impossible to talk about “girl boss”, “girl dinner”, “Instagram face” or “bimbo-core” without it.

“FUTURE FEMINISM”



## Cybershot DSC-W220 Sony, 2009

An unexpected nostalgic turn from Gen Z has seen them rushing to buy certain digital cameras from the early 2000s—specifically those used for a particular type of photography when camera phones were not yet the standard. Documentation of club culture, specific music scenes and subcultures from that time are preserved today in images taken with these popular digital cameras. The Sony Cybershot came in what is now known as millennial pink—an indication that the camera was intended to be a fun companion at parties. After an era of overly produced,

edited, and face-filtered images, Gen Z has found a sense of honesty and authenticity in the early digital photography of the 2000s, which is nearly impossible to reproduce without buying the hardware itself. The outdated auto-focus, lens and light compensation techniques that produce “bad” images are now the reasons why they are so sought after. Nostalgia is a powerful force, and the cycles of nostalgia seem to be accelerating at a dizzying speed in the 21st century.



## Roly Poly Chair Faye Toogood, 2020

Representative of design trends over the past decade with its round shapes, clean lines, and emphasis on comfort, the chair manages to be highly distinctive while also perfectly integrating into a wide variety of settings. Toogood was influenced by her experiences with pregnancy and motherhood to create the solid, rounded shape: “Everything had to be rounded; everything had to be ‘fall-off-able’ and safe.” The chair has become Toogood's most iconic work and is discussed equally in both furniture and fine art contexts—having been featured in MoMA's collection and in Unseated: Contemporary Chairs Reimagined at the Denver Art Museum in 2016/17.





## Mirror

### Ettore Sottsass, 1970

The Ultrafragola Mirror by Ettore Sottsass has become known as the "viral internet mirror," epitomizing Millennial-native design and the peak of millennial pink. Its striking appearance and connection to the maximalist interior trend have made it a favorite on social media. The mirror's success is rooted in its visual impact and its alignment with 21st-century online aesthetics. It has featured in high-profile settings, including the apartment of Louis Vuitton Creative Director Nicolas Ghesquière and Heather Neuburger's Opening Ceremony store. In 2015, Eiesha Bharti Pasricha began posting selfies with the mirror, cementing its status as a rediscovered design classic.

## Quartz Razer Kraken Kitty Edition

### Razer, 2010

The Razer Quartz Razer Kraken Kitty Edition, released in 2010, is a special edition of Razer's popular Kraken gaming headset. Gamers streaming as a profession on platforms such as Twitch have been a 21st-century phenomenon and the Quartz Razer Kraken Kitty Edition was already era-defining for its use by neko e-girls but was catapulted to new heights when Beyoncé wore a pair as part of a Verizon 5G advert.



## Lumix DMC-GF1

### Panasonic, 2009

The look of party blog photography pre-Instagram—now considered to be the much-discussed era of "indie sleaze", is characterised by its candid and authentic style. Demand for particular cameras used during this era (2006–2010) has risen dramatically due to Gen Z wanting to emulate this style, which is seen as nostalgic for a time before everyone carried a tiny professional camera around with them at all times.



## The Big Lady Chair

### Anna Aagaard Jensen, 2018

The Big Lady Chair is one of the best examples of "narrative" design addressing issues of gender, feminism, and equality, while still remaining within the field of design rather than crossing into art. This sculptural piece defies traditional furniture aesthetics by embracing exaggerated, voluptuous forms that celebrate femininity and body diversity. Jensen's work reflects broader cultural shifts toward inclusivity and the rejection of restrictive beauty standards, making it a powerful symbol of contemporary design's evolving role in society.



## Wolfgang Tillmans – Exhibition Catalogue

### Hatje Cantz, 2017

The Hatje Cantz, Wolfgang Tillmans – Exhibition Catalogue, 2017 is a comprehensive catalogue that accompanied Wolfgang Tillmans' exhibition held in 2017. Wolfgang Tillmans is a renowned German photographer known for his diverse and innovative approach to photography. It is a pivotal exhibition for one of the most recognised photographers of the era. An example of taking "authentic" or naturalistic photographs of everyday subject matter that then went on to be an aesthetic used by celebrities and Instagram influencers.



“UGLY SEASON”



## Triple S Balenciaga, 2017

In 2013, "Youth Mode: A Report on Freedom" by trend forecasters K-HOLE coined the term “normcore”—a deliberate attempt to incorporate the least fashionable elements possible into a style. This anti-fashion trend relied on ironic self-awareness rather than traditional codes of luxury. An Instagram trend involving stacking multiple soles from “dad trainers” on top of each other seems to have inspired the Triple S—an extreme take on normcore that ushered in the era of the “ugly aesthetic.”

In one sense, the “ugly aesthetic” is a reaction against the classical idea that art should always seek beauty. The “ugly aesthetic” of the Triple S shoe serves as a manifesto for breaking with tradition and finding a new fashion language for the 21st century. Under Demna Gvasalia’s creative direction, these radical statements propelled Balenciaga to the No. 1 position in the Lyst Index of hottest fashion brands multiple times.

## Box Logo Hoodie Supreme x Louis Vuitton, 2017

It has always been in the spirit of skate culture to subversively appropriate pop culture and bootleg luxury logos. In 2000, Supreme released a series of skate decks with Louis Vuitton’s monogram and within weeks the luxury brand had issued a cease and desist letter including the demand to burn all products in order to remove them from circulation. Ironically, this legal trouble would be the first step towards a first official collaboration at the Louis Vuitton 2017 Fall/Winter Show. Many traditional fashion houses with well established provenance were forced to grapple with how to remain relevant in the 21st Century and the 1896 LV monogram getting officially sanctioned bootleg treatment from the New York street brand is a perfect example.

## I-Be Area Ryan Trecartin, 2007

He was termed “the most consequential artist to have emerged since the 1980s” by The New Yorker. Collaborating with an ensemble cast of family and friends, Trecartin clashes disorientating digital manipulation with a stream of ADHD pop culture references and stolen fragments of internet vocabulary. Early video works such as I-Be Area prefigured the online language of vloggers and streamers years before it became the norm. His work is a powerful examination of 21st-century online culture—deconstructing the entire structure of the attention economy, influencers, and rapid information overload.

## Classic Clog Crocs, 2002

Crocs were originally designed as a functional, durable footwear option, their rise to mainstream popularity represents a shift towards valuing comfort and individuality in fashion. Their versatility and ability to be customised with various Jibbitz charms have made them a canvas for personal expression. As both a fashion statement and a symbol of casual, inclusive style, Crocs reflect broader cultural tendency to embrace unconventional trends. Multiple collaborations, even with luxury brands, have ensured that Crocs remain iconic.

## Meta (tower) Shelves Audrey Large, 2022

Maximalism has been one of the biggest trends of the last five years, largely due to its popularity on TikTok. Audrey Large’s Meta (tower) Shelves are gothic and cute in equal measures—a physical object that could only truly exist in our always-online times. The “cute gothic” aesthetic and its over-exuberance could only have been created in an era of 3D rendering, which is very 21st century. The “ugly aesthetic” is also a crucial element.



“FOR THE POST-INTERNET GENERATION, IT’S ALL ABOUT NOSTALGIA FOR EARLY DIGITAL CULTURE, SHORT NOSTALGIA CYCLES.”

**Olivia Kan-Sperling**  
Assistant Editor, *Paris Review*

## Tamagotchi Connection Girls Rock Bandai, 2004

Tamagotchi is a handheld digital pet created by Bandai, first released in Japan in 1996. It was designed by Aki Maita and quickly became a global phenomenon, particularly in the late 1990s and early 2000s. The Bandai Tamagotchi Connection Girls Rock, released in 2004, is a special edition of the Tamagotchi digital pet series.



## SoundSticks II Harman Kardon, 2000

The SoundSticks II have an iconic transparent design at a time when it still felt like this design was part of a futuristic imagination. As the decade went on, the belief that the future would be radically different from the present began to fade. Cultural critics called it “the slow cancellation of the future” —one of the most influential ideas to shape 21st-century thinking. As a result, early 2000s aesthetics still hold a nostalgia for a kind of utopian thinking that is no longer possible.



## Radiator Chair Boris Dennler, 2006

Known for his innovative and boundary-pushing designs, Dennler often explores themes of transformation and reinterpretation in his work. The Radiator Chair is a prime example of his ability to turn a mundane object into a functional art piece and the chair’s visually engaging and unconventional design made it highly shareable on social media platforms. Its eye-catching aesthetic led to numerous shares, likes, and discussions online.



## Thump Sunglasses Oakley, 2004

The Thump Sunglasses are the first sunglasses to incorporate an MP3 audio system and were among the first wearables to exist. Long before Google Glass or the Apple Watch, we had the Oakley Thump. An aesthetic of a possible future that was still being speculated about in the early 2000s, before this cultural vision of a technologically fetishistic future became impossible.





## Vase

### IKEA x PS JONSBERG, 2005

The IKEA PS JONSBERG vase, designed by acclaimed Dutch designer Hella Jongerius, is a standout example of 21st-century design, blending artisanal craftsmanship with the accessibility of mass production. Introduced as part of IKEA's 2005 PS collection, the vase embodies Jongerius's signature approach of merging traditional handmade aesthetics with modern industrial techniques. This combination has made the JONSBERG vase a sought-after item on the secondhand market, where its value has soared from an original price of 35 euros to hundreds or even thousands of euros today.

What makes the JONSBERG vase iconic is its unique ability to capture the essence of handmade design while being mass-produced—a feat that resonates strongly in an era where individuality and authenticity are increasingly prized. The vase's design, featuring intricate details and a distinctly personal touch, challenges the notion that mass-produced items cannot possess the charm and character typically associated with handcrafted goods.

Its enduring popularity and rising secondhand value reflect the success of Jongerius's vision and the vase's appeal to both design enthusiasts and collectors.



## MOOD

### Christofle, 2005

MOOD represents a departure from traditional tableware. Designed by Christofle, a renowned French luxury silverware manufacturer, it features a modern, minimalist aesthetic with a focus on functionality and versatility. The design is sleek and contemporary, reflecting a shift toward more modern dining experiences.



## Anna Corkscrew

### Alessi, 2003

Seen everywhere, unique and recognizable to most people at a glance. The Alessi Anna Corkscrew stands out as a significant piece of tableware design for the 21st century due to its innovative blend of functionality and playfulness. Its whimsical, sculptural appearance reflects a broader trend in contemporary design.



## Elephant

### Vitra x Eames, 2007

Originally designed in 1945, but re-released by Vitra in 2007 for a new generation. This bright elephant is the first serial production of the plywood toy that American modernist designers Charles and Ray Eames created in 1945, but never put in production. Featuring the exaggerated trunk and curving body of the original design, the contemporary animal has now been sized down and made in colourful polypropylene by Vitra.



## Akari UF4-L

### Isamu Noguchi x FUTURA2000, 2020

In August 2021, in Isamu Noguchi's former studio located across the street from The Noguchi Museum in Long Island City, Queens, Leonard McGurr (FUTURA2000) hand-painted a series of Akari 1A, all of which feature designs by Noguchi screen printed in yellow, orange, red, green, and grey colorways; and a series of hand-paintings on screen prints featuring surface designs for Akari. The two Akari print designs were created by Noguchi in different colorways for the Akari 1A beginning around 1954. The Akari prints are screen printed in Japan on washi paper.





## DHL T-Shirt

### Vetements, 2016

Vetements is a brand founded on new principles of elitism, where the value of an item often lies in its layers of irony rather than in traditional markers of sophistication. The £185 DHL t-shirt exemplifies this approach, as much attention was focused on its price tag as on the shirt itself.

The divide between those outraged by the idea of a delivery company t-shirt being sold at a luxury price and those eager to own one underscores the point: it highlights the widening gap between those who can appreciate the

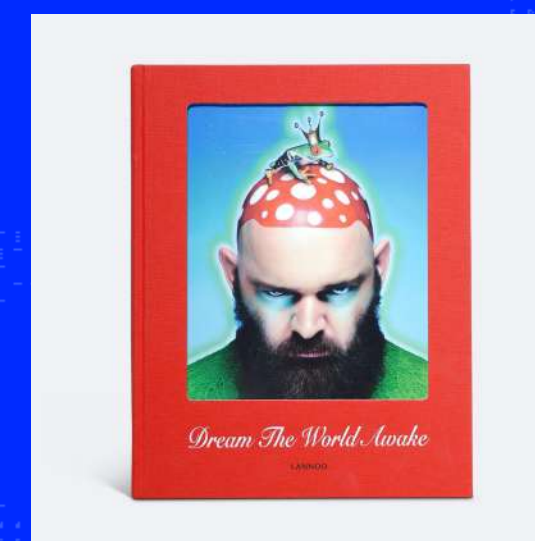
ironic context and those who cannot. The t-shirt functions as a real-life meme, only making sense to those deeply immersed in the visual codes of a media-saturated cultural elite.

The DHL t-shirt also sparked a fascination with brand collaborations that blend high and low culture in surprising, and sometimes shocking, ways. This clash of contrasting brand worlds generated instant viral attention online.

## Kern der Berührung

### Pipilotti Rist, 2006

Kern der Berührung is a video installation by Swiss artist Pipilotti Rist. Rist was already known as a pioneer of video art in the 90s. However, her work reached a new audience when her “Ever Is Over All” video was copied (uncredited) for Beyoncé’s “Hold Up” music video in 2016. Rist continues to explore the theme of reality and new media, often with huge multi-screen installations, so it feels very intimate for a collector to own a smaller piece of her work that still bursts with vibrant eccentricity.



## Dream the World Awake

### Walter Van Beirendonck, 2013

Van Beirendonck frequently uses his work to make statements about society, politics, and identity. “Dream the World Awake” is no different, incorporating themes that challenge traditional norms and provoke thought about the world we live in. As Head of the Fashion Department at the Royal Academy of Fine Arts Antwerp he influenced a generation of designers to push boundaries and make full-on, over-loaded, maximalist aesthetic work.

## Sidekick 2

### Juicy Couture x T-Mobile, 2004

The image of Paris Hilton messaging from her Sidekick at the Lacoste fashion show in September 2004 is significant for many reasons. It marks the beginning of a particular kind of celebrity endorsement of technology based primarily on their ability to influence their network of fans. Advancements in technology moved so rapidly that even types of devices became obsolete within a single consumer cycle. Some of the most fascinating objects have been gadgets that raced to meet the increasing demand for connectivity and communication but almost instantly became redundant due to the speed of change. Two years after this picture was taken, Hilton would take a photo of herself with Britney Spears on a similar device and claim to have invented the “selfie”.



## Day Dream: The ‘Mew’ and ‘Mewtwo’ Armchairs

### Leo Orta, 2024

The Day Dream: ‘Mew’ and ‘Mewtwo’ Armchairs blur the lines between furniture and art. For Day Dream, Orta employs CGI and virtual wording to take viewers on a journey, tracing his roots in Argentina. The armchairs reflect a broader trend in 21st-century design where art, play, and everyday objects converge, making them emblematic of a cultural moment where the boundaries between different creative disciplines are increasingly blurred.



“OUR GENERATION HAS MOVED PAST OBJECTS AS STATUS SYMBOLS TO THE REALM OF CONTENT, BUT THAT PRESENTS A REALLY BIG CHALLENGE IN COLLECTING BECAUSE YOU CAN’T COLLECT A NETWORK, OR CAN YOU?”

**New Models**

## WikiLeaks Scarf Metahaven, 2011

Metahaven, the Amsterdam-based design studio, has been significant to the 21st century for their groundbreaking approach to blending design, art, and activism. Known for their work in graphic design, film, and theory, Metahaven explores the intersections of aesthetics, politics, and technology, often addressing the complexities of digital culture and state power. The scarf is politically charged with one of the most important developments of the 21st Century and one of the first examples of "narrative design" and "art in the public sphere".



## SOPHIE - PRODUCT Numbers, 2016

Pioneer of HyperPop, the sound that would influence almost all post-2000s pop stars. SOPHIE sadly died in January 2021, ensuring her legacy forever. SOPHIE's work not only pushed the boundaries of sound but also played a crucial role in challenging gender norms and representation in the music industry. Her influence continues to resonate in the evolving landscape of contemporary music. HyperPop is now seen as a response to 21st century Hyperreality – a genre of music that makes perfect sense in a digital world seemingly accelerating beyond its own control.



## Nick Land – Fanged Noumena: Collected Writings 1987 - 2007 Urbanomic, 2011

Nick Land is a British philosopher known for his work in the field of radical philosophy and his contributions to the development of accelerationism. Possibly the most important theme of the 21st century has been accelerationism. Fanged Noumena defines this controversial theory, which has become one of the most important ideas shaping the last 25 years of thought. The cover art is by Jake and Dinos Chapman, who, as of July 2024, have just released a film: Accelerate or Die in cinemas—bringing accelerationism to an even wider audience.

“ACCELERATION”





## Charizard 1st Edition Pokémon, 1997

Pokémon is the biggest franchise in the world, having overtaken Disney and Mickey Mouse in the early 2000s. When the Pokémon Trading Card Game (TCG) was released outside Japan in 1999, it became a hit with both kids and adults. For the first time, fans could bring their favorite Pokémon, seen daily in TV shows, to life in the form of a card game. Charizard quickly emerged as the favorite Pokémon card.

The first edition of the Pokémon TCG set sold incredibly well, and after it sold out, the producers issued the 2nd edition (Unlimited Base Set), which only heightened the

demand for the 1st edition Charizard. To this day, despite many sets having been released since, every new version of Charizard remains highly sought after. It has become the iconic card for Pokémon TCG fans worldwide and is the most sought-after card in every set where it appears. In the 21st century, Pokémon has expanded across TV, movies, and an ever-growing roster of video games on multiple platforms. Contemporary success, fueled by nostalgia, has secured the 1st edition Charizard as the grail for any hobbyist.

## Screen Shot Arthur Jafa, 2017

One of the key artists of the 21st century, Jafa explores "modern artefacts" and the experiences of Black people. His work looks at how technology might shape our future. Known for his video art, Jafa was the Director of Photography for Solange Knowles's music videos "Don't Touch My Hair" and "Cranes in the Sky." He also co-founded TNEG, a film studio aiming to make Black cinema as influential in the 21st century as Black music was in the 20th. TNEG produced the music video for Jay-Z's "4:44."

Jafa creates powerful video collages from found footage, like his work *Love Is the Message, The Message Is Death*. He also uses CCTV and phone footage to explore themes of race and representation. Jafa questions how modern image-capturing technology, like smartphones, affects our view of people. He asks if images reduce people to mere data and if portraits can become acts of surveillance. For Jafa, 21st-century images are both beautiful and risky.



## Lego Star Wars Cloud City Lego, 2003

LEGO provides a creative and relaxing outlet for adults, allowing them to engage in hands-on activities that harken back to their childhood. Many adults grew up with LEGO bricks, and revisiting them evokes cherished memories of imaginative play. This sense of nostalgia fuels ongoing interest in LEGO among grown-ups. A notable example is the LEGO Star Wars Cloud City set, one of the first exclusive editions and a landmark collaboration with Lucasfilm. It features the sought-after Boba Fett OG figure with printed arms and legs, making it a coveted piece for any Star Wars fan.

## Destroyers / Builders Aluminium Tray Linde Freya Tangelder, 2017

Using industrial processes to create bespoke pieces based on the principle of destroying her own work to make new pieces, Linde Freya's practice involves a unique method of collection. To collect the pieces is to "save" them from being destroyed and re-made. Since expanding into more commercial design, her bespoke pieces have become even more collectable.

The tray appears innocuous at first sight—disarmingly simple and utilitarian in its use of aluminium. However, this object shares more with brutalist and modernist architecture

than with minimal tableware design. Linde Freya is familiar with using architectural and industrial materials but insists on keeping the craft and process visible in the form of the object. Nothing is too polished, covered, or decorated. The Destroyers/Builders studio has been at the forefront of a return to form and function—emphasising that high-end, high-concept luxury interior objects can earn their place through use and craft rather than just extravagance and ornament. Despite the exposed metal, the curves of the tray are undeniably human—it is clearly designed to be held and lived with.





## Cross Low x MM6

### Salomon x Maison Margiela, 2022

Gorpcore has emerged as one of the defining trends of the 21st century. This trend celebrates utilitarian practicality and the capacity to withstand harsh conditions, transforming these features into a luxury aesthetic. The increasing use of the "-core" suffix has also become a hallmark of trends over the past decade. The Salomon x Maison Margiela Cross Low x MM6 shoe exemplifies gorpcore by merging the practicality and durability of outdoor gear with high fashion's stylistic flair, reflecting the trend's unique fusion of functionality and aesthetics.

## Rare Earth

### Sternberg Press, 2016

This publication, edited by Nadim Samman (rising curator at KW Institute for Contemporary Art, Berlin), addresses the ethics of rare earth minerals, without which we would not have smartphones or laptops. Often described as conflict materials due to the unrest in the regions where they are mined, this book serves as a key example of how such critical issues have been addressed by artists in the 21st century. The book is also designed by David Rudnick, a significant influence on 21st century graphic design, making it an even more desirable object.

## You Are Standing in an Open Field

### Jon Rafman, 2019

Jon Rafman's work investigates the contemporary condition of online culture like no other artist of his generation. These prints are notable for their examination of troll dens, bot farms, and "hikikomori" shut-in gamers. The work speaks to the contradictory loneliness and isolation of being in a hyper-connected world. Rafman's images contain evidence of the human psyche in the dark forest of the internet, endlessly recycled forms of nostalgia, and what seems like the detritus of disposable digital culture—21st-century visions of a world that has been both heaven and hell to different users.

## RB02 Bench

### Johan Viladrich, 2010

The RB02 Bench exemplifies 21st-century brutalism, blending industrial materials with precise craftsmanship to create a deceptively simple yet solid piece. It marks a significant shift towards the use of metals, utility, and minimalism in design. Additionally, the same design ethos is evident in the retail interior of Dries Van Noten's LA store, showcasing a seamless integration of these elements into both furniture and commercial spaces.

## Mayday Lamp

### Flos, 2000

The Mayday lamp is innovative in some ways and traditional in others. The Flos Mayday Lamp stands out for its practical design and modern aesthetic, exemplifying contemporary approaches to lighting and design. It has given dignity as a domestic and design object to the traditional work lamp used in workshops, particularly in auto repair shops.





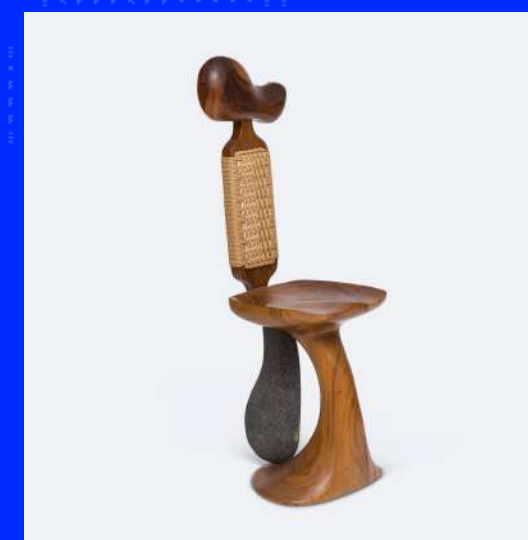
## Bourgie Table Lamp

### Kartell, 2004

Ferruccio Laviani's ingenious idea, which was later widely imitated, was to make Pop a classic lamp type. To make the operation even more explicit, he chose baroque forms, abstracted them by bringing them into two dimensions, and selected a material, such as polycarbonate, that does not hide its synthetic nature.

Aesthetically daring and contemporary in a way that embodies the contradictions of the 21st century—baroque yet trashy; gothic yet modern—the playfulness of combining opposing styles results in an object that makes perfect sense, somewhere between classicism and kitsch.

Ferruccio Laviani has said of his work: "I would prefer to be incoherent... in my head, everything can live together." Laviani designed the lamp for Kartell shortly after working with Dolce & Gabbana on interiors for their stores. Kartell took the "vulgarity" of the overly decorative D&G brand DNA and worked on it with layer after layer of irony until the lamp became something like a critique of bourgeois taste. A piece like this is perfect for a world in which a TikTok can make a video about all the layers and references, sending an avid viewer down a design rabbit hole to understand all the elements.



## Bina

### Kim Mupangilai, 2023

Kim Mupangilai's work speaks to ideas of cultural appropriation, colonialism and challenges European standards in design. Drawing from her Congolese and Belgian heritage, Mupangilai's work often explores themes of identity, diaspora, and belonging, creating spaces and objects that are both visually striking and deeply meaningful. Her designs challenge Eurocentric norms, offering a fresh, inclusive perspective that resonates with a global audience. By integrating storytelling with design, Mupangilai has carved out a distinctive voice in the industry.

## Bernadette Corporation: 2000 Wasted Years

### Koenig, 2014

Bernadette Corporation: 2000 Wasted Years captures the distinctive visual language and styling of BC's work in fashion, including their interventions in 1990s magazine culture and their short-lived periodical, Made in USA. It also explores the fragmented output of Pedestrian Cinema during their Berlin years and the blend of poetics, branding, and meta-commentary seen in their 2000s gallery exhibitions.

## Untitled

### Anne Imhof, 2017

Anne Imhof, ranked fifth on the influential ArtReview Power 100 list in 2021, is a prominent performance artist who has captivated global audiences. She gained major recognition after representing Germany at the 2017 Venice Biennale, where she won the Golden Lion award. Imhof has also collaborated with Burberry and Riccardo Tisci, staging performances and creating films. For collectors, her temporary installations pose a unique challenge. This untitled work serves as documentation of a fleeting moment, reflecting a trend towards valuing the ephemeral over permanent.



## Bold 9000

### BlackBerry, 2008

The BlackBerry Curve 8980 has become collectable, while many other editions have not. This is a contentious choice, as the debate continues over the value of devices that become obsolete and have their networks go dark. The 9000 sits between unobtainable rarities and 'unlikely to rise in value' models, making it an exciting one to watch for



“THE MAIN THING THAT HAS CHANGED IS THE INTRODUCTION OF THE INTERNET AND SELLING ONLINE. BEFORE THE 2000'S YOU EITHER HAD TO PHYSICALLY GO TO A STORE OR FAIR TO BUY COLLECTABLES OR OCCASIONALLY A MAIL ORDER SHOP OR AUCTION. NOW EVERYTHING IS AT YOUR FINGERTIPS.”

**Toby Wickwire**

Toys Expert at Catawiki



## The Ghost Chair

**Philippe Starck, 2002**

Made from a single piece of clear plastic, the Ghost Chair is both eye-catching and almost magical in any room. It reimagines a classic Louis XVI armchair by turning it into a see-through version, giving an old-fashioned design a modern, ghostly twist. Its transparency also makes it highly versatile, earning it widespread popularity in both residential and commercial interiors.

## Les Débutantes

**Claire Tabouret, 2014**

Les Débutantes (2014) by Claire Tabouret is a significant work known for its distinctive style and thematic depth. Created by the contemporary French artist Claire Tabouret, this piece is part of her exploration of identity, youth, and social dynamics.



## T Smile Pendant

**Tiffany, 2014**

Tiffany embraced reinvention, but its most successful approach was to draw inspiration from its archival bracelet from 1975. This homage, captured in the T Smile pendant, balances provenance with a modern attitude.

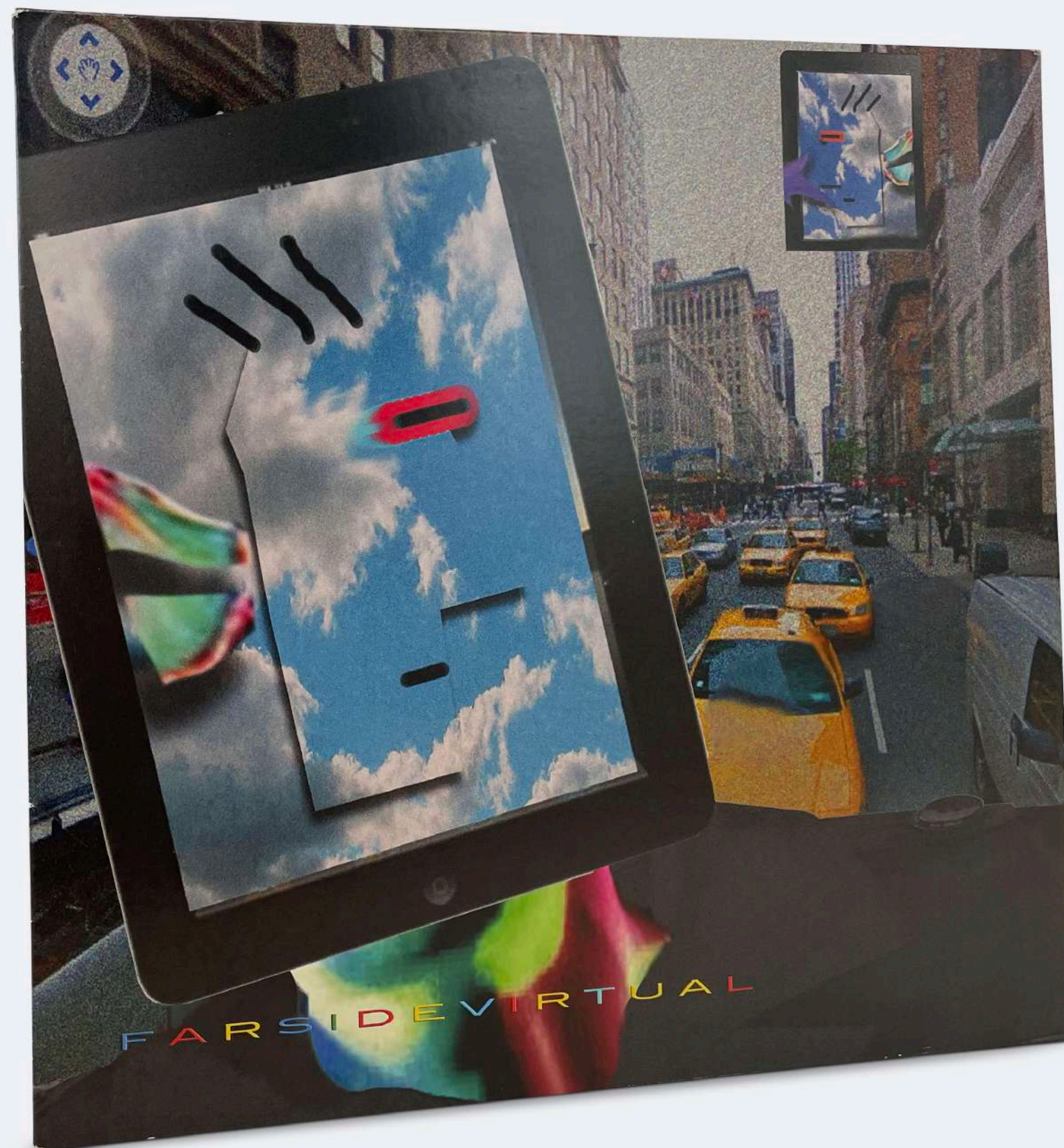
## Rkatsiteli Qvevri - Why r u here?

**Ocho, 2020**

The Rkatsiteli Qvevri 2020 - "Why R U Here?" has become a collectable wine due to its unique embodiment of both Georgian winemaking traditions and contemporary trends in the hipster wine culture. This wine, made from the ancient Rkatsiteli grape and aged in qvevri—traditional clay vessels—celebrates the resurgence of Georgian natural wines, which emphasise minimal intervention and highlight distinctive terroirs. Its striking, unconventional label reflects the growing trend of using bottle aesthetics as a form of artistic expression and cultural commentary. This intersection of traditional winemaking with modern design sensibilities resonates with a generation seeking authenticity and distinctiveness in their wine experiences.



“VAPORWAVE”



## James Ferraro – Far Side Virtual Hippos in Tanks, 2011

Hippos in Tanks is the first ever Vaporwave album which launched an entire genre of music and a visual aesthetic. Far Side Virtual captures the unsettling blend of utopian promises and hollow realities in the digital age, making it a prescient commentary on the rise of virtual worlds and the commodification of everyday life. Vaporwave's nostalgic, deconstructed take on 1980s and 1990s pop culture reflects the complexities of modern digital existence. Sadly, the record label head Barron Machat died in 2015 and the label closed forever meaning there is no repress of the original album.



## Pixel Chair Haus Otto, 2020

The Pixel Chair appears stripped back and utilitarian but also disorientating due to its large greenscreen backrest. Its design is intended to explore the future of the workplace, where the boundaries between living and working have become blurred. The result is a starkly modern item of furniture that incorporates the digital world into the fabric of domestic life.

## Transparent Nudibranch Ring Loki Dolor, 2022

Loki is a Paris-based brand with a focus on artisanal production. They are currently developing experimental body adornments and a new jewellery line, entirely crafted by hand. Influenced by fantastical environments, LOKIDOLOR creates a space where new species can be born and cultivated, oscillating between the natural and the supernatural of which the Transparent Nudibranch Ring is a prime example.



## Playstation 2 Sony, 2000

With around 4,000 games released for the PlayStation 2, the console is a cherished relic of early 2000s gaming nostalgia. Iconic titles like Grand Theft Auto: Vice City, along with beloved entries from the Metal Gear Solid and Resident Evil series, evoke a wave of fond memories for gamers. The PS2 not only defined an era of gaming but also serves as a time capsule, capturing the essence of a transformative period in video game history.

## Karee Kayvon Eva and Franco Mattes, 2006

Eva and Franco Mattes are internet art pioneers with an uncanny ability to predict the future of culture through their artwork. Pieces from the early and mid-2000s now seem like forecasts of all the anxieties, concerns, and desires we are now very familiar with in our hyper-connected world. The digital photographs are a series of portraits of avatars taken in Second Life, the largest and longest-running virtual world, launched in 2003. It is now no surprise to see high prices in real currency for virtual “skins” and other entirely virtual cosmetic assets. The theme of how digital technology has continued to allow the exploration of shifting identities continues to grow in importance.





## Le Chiquito Signature Mini Handbag Jacquemus, 2019

Introduced in 2019, the Le Chiquito mini handbag redefined traditional notions of functionality in accessories, prioritising style and novelty over practicality. With its exaggerated, sculptural silhouette and distinctive top handle, the bag became instantly recognisable. It showcased how luxury could harness the language of online irony to capture the attention of celebrities and influencers, cementing its status as a must-have accessory.

## Jelly Mould Pavilions for London Lubaina Himid, 2021

Himid is both the first woman of color to win the Turner Prize in 2017 and, at 63, the oldest winner in the prize's 33-year history, following the removal of its upper age limit of 50. She is an artist who, arguably, has been overlooked and undervalued for much of her career. Himid began the Jelly Mould Pavilions project in 2009 to question the purpose of monuments and to explore whether there would ever be a city bold enough to commemorate the contributions of people of the African diaspora to its history, culture, and wealth.



## Yamaha YZF-R1 Yamaha, 1998

The Yamaha YZF-R1, introduced in 1998, set a new standard for sports bikes in the 2000s. It became the benchmark for the category, elevating performance and design to new heights and influencing other brands. Today, the R1 remains a popular choice and is available at relatively affordable prices.



## Memories of 2018 Blu-Ray Cards Complete Set BTS, 2018

This BTS card set documents the band's tour and serves as a record of the Korean pop phenomenon that has become a global sensation. K-pop has inspired some of the most dedicated fandoms of any kind. These photo montage collections are a hallmark of "idol" culture, which K-pop has brought to greater Western popularity. More than just merchandise, these items represent escalating levels of commitment, expressions of loyalty, and function as social currency among other fans.



## Vintage Jacques Selosse, 2008

Jacques Selosse, Vintage, 2008 is a "champagne de vigneron" and corresponds to the new wave of producers sought after by enthusiasts. Selosse has also inspired many other winegrowers to create a small bubble of sought-after properties that compete with the well-known ancestral brands.



“FOR A SEASONED BUYER, ICONIC PIECES CAN BE MUCH MORE THAN A COLLECTIBLE, IT BECOMES THE SYMBOL OF A LEGACY OF STYLE, AN INVITATION TO EXPLORE THE WORLD WITH SOPHISTICATION.”

**Fleur Engelina Julietta Feijen**

Fashion Expert at Catawiki

## VW Golf GTI MKV

Volkswagen, 2003

For many millennials, the MKV GTI is both a personal milestone and an aspiration. Often the first choice for young drivers seeking a mix of practicality and performance, it symbolised automotive dreams for those who couldn't quite afford it. Launched in 2004, the MKV GTI featured a refined design and a turbocharged engine that combined an engaging driving experience with everyday usability. The MKV GTI's influence extends beyond automotive enthusiasts, reflecting broader trends in balancing excitement with practicality in modern car design.



## A168WG-9

CASIO, 2009

The CASIO, A168WG-9, with its gold-tone finish and digital display, echoes the 1980s nostalgia while embracing modern durability and precision. Its affordability and timeless design have made it a favourite among collectors who appreciate both its aesthetic value and its role as a symbol of digital watch evolution. The A168WG-9's resurgence in popularity reflects a broader cultural trend of valuing vintage-inspired items with practical use, solidifying its place as a quintessential collectable in contemporary watch culture.



## GMT-Master II "Batman"

116710BLNR

Rolex, 2013

The Rolex GMT-Master II Batman is one of the most well-loved sports watches, not just within the Rolex catalogue, but in the watch industry. The Oystersteel construction and now iconic black and blue ceramic bezel proved to be versatile and enduring – and with recent upgrades, it garnered even more appreciation within the watch community.



## Euro Coin 2000 Millennium Franc

French Mint, 2020

The Euro Coin 2000 Millennium Franc, 2000 was issued to commemorate the transition from the French Franc to the Euro. It marks a significant moment in European monetary history as the Euro became the official currency for many EU countries. Coin collecting has even become popular amongst Gen Z, offering them a connection with the past and understanding of historical events and figures.





## Panthère de Cartier Ring

### Cartier, 2005

The Cartier Panther collection has its origins in the early 20th century. Louis Cartier, the grandson of the company's founder, was passionate about animal-inspired jewellery, particularly panthers. This interest led him to create a wristwatch for his friend J. Toussaint featuring a panther motif, marking the beginning of the Panther collection. Over the decades, the panther motif has remained a signature element in Cartier's high jewellery creations.

In the 1980s, the collection became a status symbol, frequently appearing on the red carpet. In 2005, Cartier introduced the Panthère de Cartier ring in yellow gold, black lacquer, peridots, and onyx. This marked

the debut of a stylized, faceted feline design, heralding a new era for the collection. Since then, Cartier has expanded the range of materials used in panther pieces, incorporating fine enamel works and colored gemstones.

In 2012, Cartier released the Panthère de Cartier High Jewellery ring in white gold, emeralds, onyx, and diamonds. It became one of the most iconic pieces in the Panther collection, featuring a feline playfully engaging with a central stone. A must-have for collectors, this ring holds a prestigious status in the high-end jewellery industry.

## Amrta

### James Turrell, 2011

James Turrell's art explores deep and profound subjects, blending earthly and spiritual themes. Initially focusing on light, color, and space through painting, Turrell creates experiences that prompt viewers to reflect on fundamental questions about life. Ironically, he gained wider fame when Drake's 2016 "Hotline Bling" music video drew inspiration from his work. Turrell responded, saying he was flattered but not involved in the video's creation.

At 70, Turrell is known for his large-scale, almost architectural projects. While flying over northern Arizona, he spotted an extinct volcanic crater, which he bought and is now turning into a massive immersive artwork. Owning his smaller works, like woodcuts and etchings, feels even more special given the scale of his larger projects.



## Roadster

### Tesla, 2008

There is currently a real revolution in the automotive world with the rise of electric cars, a movement effectively triggered by the Tesla Roadster fifteen years ago. While its elegant lines, echoing those of the Elise designed by Julian Thompson, give Elon Musk's first four-wheeler a "retro-futuristic" feel, it was undoubtedly cutting edge for its time. Launched in 2008, the Tesla Roadster was the first street-legal, fully

electric car using lithium-ion batteries, enabling an impressive 200-mile range on a single charge. Only 2,450 Roadsters were built between 2008 and 2012, making it highly collectable. As the first model produced by Tesla, it represents a historically significant milestone in high-performance EVs, helping to redefine modern motoring and electric performance cars.



## Soriana Sofa

### Tobia and Afra Scarpa, 1972

Social media has significantly influenced the resurgence of 20th-century interiors. A prime example is the Soriana Sofa, an iconic piece of contemporary design originally created in the 1970s. Its recent resurgence, fueled by its viral presence on social media and appearances in the homes of renowned designers like Kelly Wearstler and Nate Berkus, has boosted its collectability. In 2021, Cassina reissued

the sofa using more eco-friendly materials and production methods. While innovation occurs behind the scenes at Cassina LAB and the Milan Polytechnic, the Soriana's avant-garde design remains unchanged. Its blend of comfort, elegance, and craftsmanship ensures its continued relevance and appeal, cementing its status as a timeless piece in the world of interior design.





## Seamaster Omega, 2005

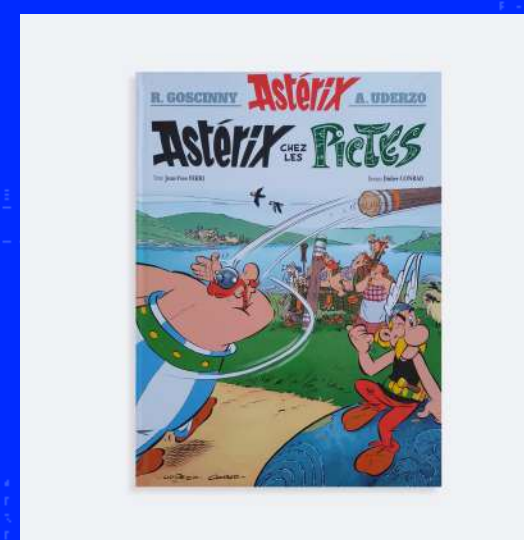
When it comes to watch design, the release of the “GoldenEye” Seamaster Diver 300M (as it's commonly referred to because of its association with James Bond) marks the beginning of the iconic early 2000s bulky watch designs. This new iteration of the Omega Seamaster, first released in 1993, was the first of many popular watches from the 21st century featuring bigger cases, bulkier lugs, and more unique and bold bracelet designs. Many of the features that make it iconic today were poorly received at the time. The protruding helium escape valve was initially

disliked, but it has become such an iconic feature that Omega still keeps it visible, despite the technology now existing to hide it. Initial sales were low until the release of the GoldenEye James Bond film, after which it exploded in popularity and became the sole reason Omega didn't go bankrupt in the late '90s. Since then, the James Bond franchise and the watch have continued to expand throughout the 21st century. It remains the most iconic diving watch of the early 2000s.



## Messi's Signed and Match Worn Jersey Lionel Messi, 2000

Messi, widely regarded as one of the greatest footballers of all time and jerseys that he has worn during key matches or that are signed by him are considered valuable artefacts of football history. Football shirts are also trending as a fashion item thanks to the blokecore trend, especially those featuring classic designs or historic teams, which resonate with the nostalgic aspect of Blokecore.



## Asterix and the Picts Les Éditions Albert René, 2013

Asterix and the Picts deserves a spot on the list because it revitalised the Asterix comic book series. It showed that the series could successfully transition to new creators while staying true to its original charm, proving its resilience and ongoing relevance.



## Tintin and Alph-Art Casterman, 2004

The Tintin and Alph-Art publication includes Hergé's original sketches and ideas, showing his plans for the series' end. The 2004 edition stays true to his vision, making it a key work in the Tintin series and a significant 21st-century piece with Hergé's direct influence.



## Yoichi Single Cask Nikka, 2005

Nikka, a historic Japanese whisky brand founded in 1934, remained largely unknown in Europe until the early 2000s. In 2001, it gained international acclaim when its 10-year-old whisky, bottled at 62.2%, was named "Best Single Malt" by a panel of Scotch whisky experts. This accolade marked a turning point, establishing Japanese whiskies as strong contenders against Scotch, Irish, and American varieties. Nikka expanded its range with notable releases like the Yoichi single malt (12, 15, 20 years), Miyagikyo single malt (12, 15 years), and Taketsuru (17, 21, 25 years). Due to high demand, they ceased bottling their aged single malts in 2016, making these sought-after older versions even more coveted.



## Who is Catawiki?

Catawiki is the leading online marketplace for special objects that fulfil people's passions.

Bridging the gap between the exclusive and the accessible, we offer over 75,000 objects in auction every week - each reviewed and selected by one of our hundreds of in-house experts specialised in Art, Design, Jewellery, Fashion, Classic Cars, Collectables and much more.

Our experts help ensure only the best, quality objects are offered on Catawiki and they refuse nearly 700,000 objects every year.

From collectables that define decades to art that defies convention, from timeless timepieces to cars that capture eras – we offer it all. At our core, we're about the thrill of the find and the joy of owning something truly special.



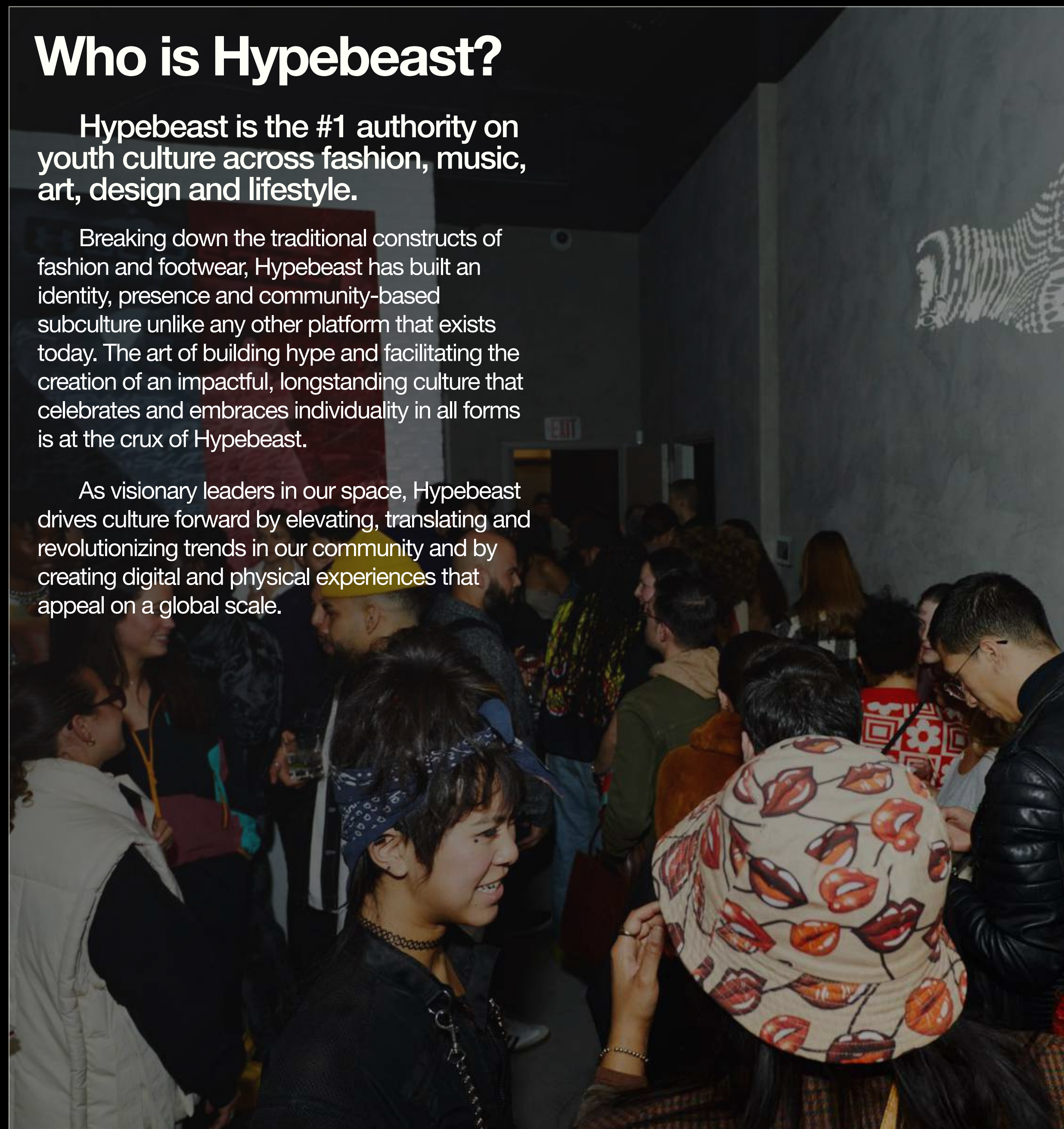
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## Who is Hypebeast?

Hypebeast is the #1 authority on youth culture across fashion, music, art, design and lifestyle.

Breaking down the traditional constructs of fashion and footwear, Hypebeast has built an identity, presence and community-based subculture unlike any other platform that exists today. The art of building hype and facilitating the creation of an impactful, longstanding culture that celebrates and embraces individuality in all forms is at the crux of Hypebeast.

As visionary leaders in our space, Hypebeast drives culture forward by elevating, translating and revolutionizing trends in our community and by creating digital and physical experiences that appeal on a global scale.





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