



*Join us for an exciting conversation that will shed light on sneaker culture and its current market with Head of Innovation, Logitech Gaming and Sneaker Enthusiast Tiffany Beers, Founder and Chairman at Peerage Capital and Car and Sneaker Collector Miles Nadal, Founder and CEO of Reed Art Department Jeff Staple, and Sotheby's Head of Streetwear and Modern Collectables Brahm Wachter. Having recently sold the first pair of sneakers worn by Michael Jordan as a pro – the red and white Nike Air Ships – for a record breaking \$1.5m, sneakers have become one of the fastest growing categories for Sotheby's. The panel will be discussing how sneakers are a representation of pop culture, how collecting sneakers has become a multi-billion-dollar industry and whether sneakers are a good way to diversify one's assets.*

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## Meet the Panel

**Jeffstaple (born Jeffrey Ng), Founder and CEO Reed Art Department**

Jeffstaple is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing.

He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997, the NY-based pioneering streetwear brand with the now infamous “Pigeon” logo. He also founded experiential lifestyle boutique, REED SPACE in 2002. Today, jeff is also the creator & host of HYPE.

popular podcast “The Business of HYPE” and he is one of the most prominent teachers on SKILLSHARE.

He is also a frequent moderator, lecturer and keynote speaker at industry panels & conferences. jeffstaple continues to expand his “Positive Social Contagion” worldwide going on two decades — and counting.



**Tiffany Beers, Head of Innovation, Logitech Gaming; Sneaker Enthusiast**

By day, Tiffany is the Head of Gaming Innovation and Audio Engineering for Logitech Gaming Brands. She is a driven and curious innovator who brings game changing products, experiences, systems and strategies to life on behalf of the brands by setting the direction and strategy for new innovative experiences.

Tiffany has 21 years of experience in the product & process innovation space including consumer goods(Nike, Saysh, Rubbermaid), Automotive (Tesla, amateur motorsports racing) and consumer electronics (Logitech G, Astro Gaming). She has been

granted over 35 US patents and has worked alongside some of the top footwear designers, athletes and entertainers in the world.

Tiffany has spent over 15 years in the footwear space with Nike, Saysh and her own Youtube Channel reviewing sneakers. She served as the lead Innovator on the Nike Hyperadapt, 2016 Nike Mag (auto lacing), Air Jordan 29, Tom Sachs Collection 1, Air Raid Paranorman, Coraline Dunk and many more Nike Products. For Saysh, she helped in starting the brand by bringing in designers, factories and

various partners to build the product, she also developed their first two products, The Saysh One and the Olympic track & field spike competed in by Allyson Felix in the 2021 Tokyo Olympics, where she won both a gold & a bronze medal.

Tiffany is experienced in product development from concept thru mass production of consumer goods. Tiffany has been featured in Wired Magazine (Oct '16), Netflix-Abstract the Art of Design, The Today Show, The New York Times and the book "Sneakers" for her innovative work on Nike's Electro Adaptive Reactive Lacing (EARL) Technology.

Tiffany grew up in a small town in Pennsylvania and studied at Penn State Erie, The Behrend College for her Bachelors of Science in Plastics Engineering Technology.

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**Miles S. Nadal, Founder & Executive Chairman,  
Peerage Capital, Philanthropist, Entrepreneur,  
sneaker and car enthusiast**

Founder and chairman of Peerage Capital, Miles Nadal is an international entrepreneur, philanthropist, and an avid collector of cars and sneakers. His Dare to Dream collection is home to some of the world's rarest cars, related automotive memorabilia, and sneakers.

Peerage Capital, is the single largest franchisee of Sotheby's International Real Estate and includes a broad range of other North American real estate services companies.

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**Brahm Wachter, Vice President, Head of Streetwear & Modern Collectibles**

Brahm Wachter joined Sotheby's in New York in 2019 as Director of eCommerce Development, and transferred to the Los Angeles office in December of 2020. Since joining the company he has



developed landmark sales such as Fabrizio Moretti x Fabrizio Moretti | In Passing, an interactive exhibit designed by Fab Moretti of the indie rock band, The Strokes, curated by famed Old Master Paintings dealer Fabrizio Moretti, as well as The One | MJ's Air Jordan 1s, a special single lot online only sale of Michael Jordan's game worn and signed Air Jordan 1s from 1985, which broke the at-the-time world record for the most expensive sneaker. He additionally brokered Sotheby's partnership with the International Rescue Committee for Sotheby's MayDay | Covid-19 Charity Auction.

Mr. Wachter is additionally largely responsible for Sotheby's expansion into the sneaker and sports memorabilia spaces, as well as various other initiatives that aim to develop new categories and audiences within the company.

Mr. Wachter is a graduate of New York University's Stern School of Business receiving a Masters of Business Administration with specializations in Strategy and Marketing, and was the winner of the school's UPS GBA merit-based scholarship for academic achievements. He received his Bachelor of Arts at Brandeis University and majored in Business and History.

