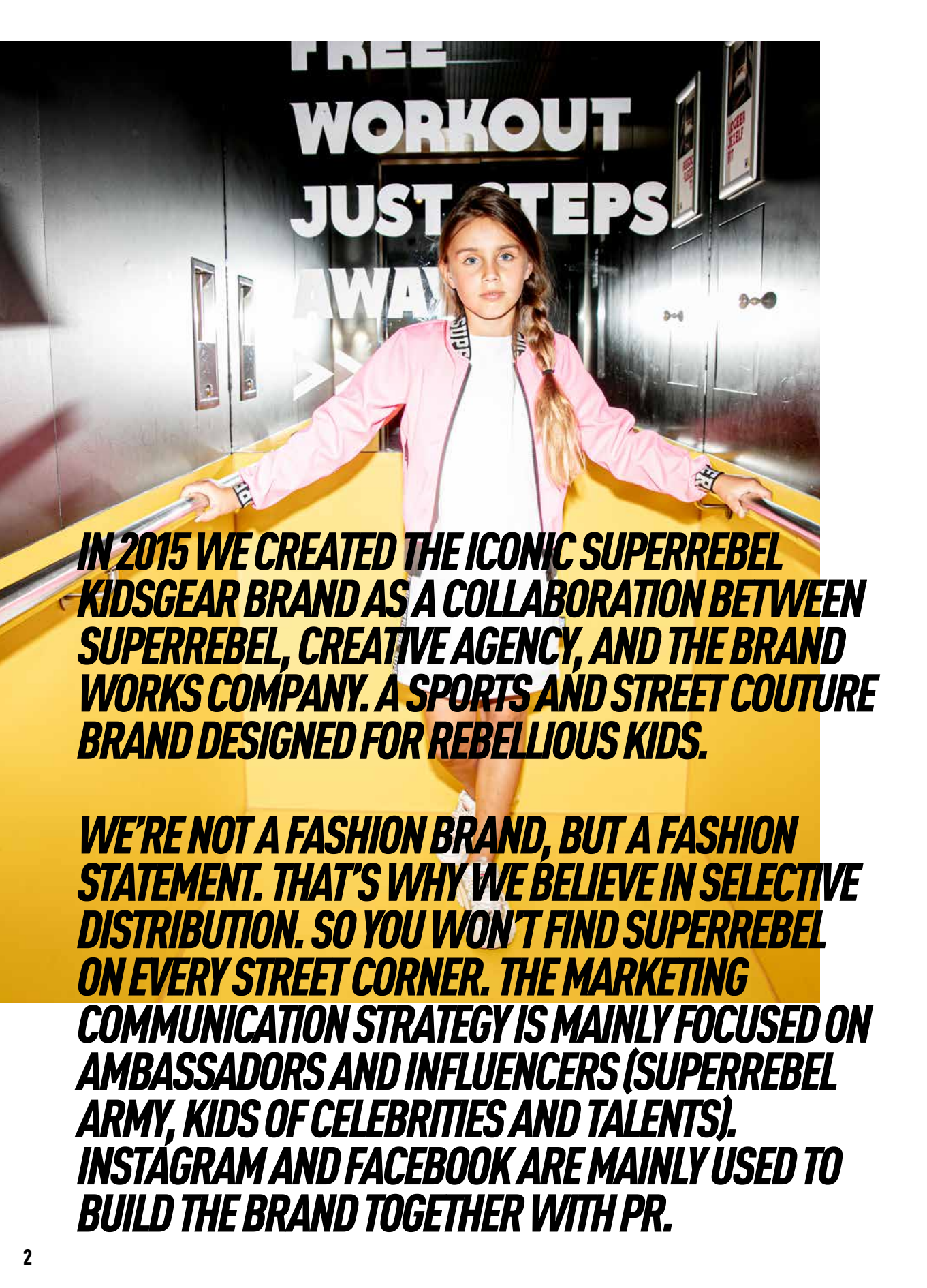


SUPER DODGEGEAR[®]



***HOW BRAVE ARE YOU?
SPRING/SUMMER 20***

**THE BRAVE
BRAND
FOR KIDS**



**FREE
WORKOUT
JUST STEPS
AWAY**

IN 2015 WE CREATED THE ICONIC SUPERREBEL KIDSGEAR BRAND AS A COLLABORATION BETWEEN SUPERREBEL, CREATIVE AGENCY, AND THE BRAND WORKS COMPANY. A SPORTS AND STREET COUTURE BRAND DESIGNED FOR REBELLIOUS KIDS.

WE'RE NOT A FASHION BRAND, BUT A FASHION STATEMENT. THAT'S WHY WE BELIEVE IN SELECTIVE DISTRIBUTION. SO YOU WON'T FIND SUPERREBEL ON EVERY STREET CORNER. THE MARKETING COMMUNICATION STRATEGY IS MAINLY FOCUSED ON AMBASSADORS AND INFLUENCERS (SUPERREBEL ARMY, KIDS OF CELEBRITIES AND TALENTS). INSTAGRAM AND FACEBOOK ARE MAINLY USED TO BUILD THE BRAND TOGETHER WITH PR.

**FUNCTIONAL
WEAR FOR
BRAVE KIDS.**





SS20

LET'S GO! SPRING/SUMMER

This is the new SuperRebel KidsGear® lookbook in which we present the summer collection of 2020. From this season on we will focus on sports- and street- and swimwear. And each piece will stand out because of its functional details. Such as zippockets on almost every item, very comfortable and very easy to store your mobile ;-). Of course, real rebels wear sports- and streetwear everywhere, when they go to school, do sports, play games or just chill with friends.

1. SPORTSWEAR: You will stand out with our brightly coloured sport tech collection. And that's both sporty and safe! The fluorescent colours and reflective prints guarantee excellent visibility. Extra safe when you bike to the swimming pool or to the sports club. And don't forget the rebellious weatherproof materials of the jackets for boys and girls. Not only comfortable but also fun because they come in different colours and prints.

2. STREETWEAR: The summer collection 2020 has the best materials and colours in store. The most comfy shorts, sporty dresses, tops, dry fits, jerseys and sweats. For the girls our coolest items come in black and white prints, snake print, fluorescent yellow and pink. And for the boys in blue, fluorescent orange and black; and - of course - our iconic black rebel and jeans blue camo print with fresh SuperRebel® logo.



3. BEACHWEAR: With extreme comfort and a sporty vibe. The new swim shorts for boys come in camo, blue, yellow, orange and pink fluo, rebel- and letterprint. For the girls they are available in blue, snake- and rebel print. Of course, you can also sport in these shorts. And you'll find awesome details like reflectives, a pair of eyes on the side or back and more.

Rebellious and bold. For real dare devils. A real statement for kids. You can easily recognize our collections. #BEBRAVE

Find us:

Instagram: [instagram.com/superrebelkidsgear](https://www.instagram.com/superrebelkidsgear)

Facebook: [facebook.com/groups/superrebelkidsgear](https://www.facebook.com/groups/superrebelkidsgear)

Website: [superrebelkidsgear.com](https://www.superrebelkidsgear.com)

JOIN THE SUPERREBEL ARMY.

The SuperRebel Army® is SuperRebel's talent development program that supports talents ages 10+ in sports, music and art. Talents from all over the world are evaluated and invited into the program to represent the SuperRebel® brand. We support our talents in a lot of ways. Including support by finding more partners. Want to know more? Check out the talents that joined The SuperRebel Army®. We want to win together. Don't join the SuperRebel Army® if you are not brave enough.

Do you need more customized footage?

Please contact us via Charlotte@superrebel.com.

Enjoy our new collection.

Photography credits: Cooper Seykens

www.cooperseykens.com

Special thanks to:

**HUP
HOTEL**





R002-5301



R002-5801



R002-6301



R002-6606





BRAVEBOY

R002-6301



R002-6603



BRAVE GIRL





***BE BRAVE
ENOUGH
TO DREAM.***



SUPERREBELKIDSGEAR.COM



WE ARE SUPERREBEL
WE ARE BOLD,
BRAVE AND FEARLESS



ELS.

SS.



***BEGIN
TO WIN.***



R002-5301



R002-6302



R002-5801



R002-5502

快递

TIME TO SHINE.



R002-6202



R002-5005



**NEVER
STOP
TRAINING.**





R002-5002



R002-5401



R002-5501

***PUSH
YOURSELF
TO THE
LIMIT.***



SOFT SHELL



R002-5301

MESH



R002-5402



R002-5601





BRAVERY TAKES COURAGE.



R002-6407



HELLO YOU

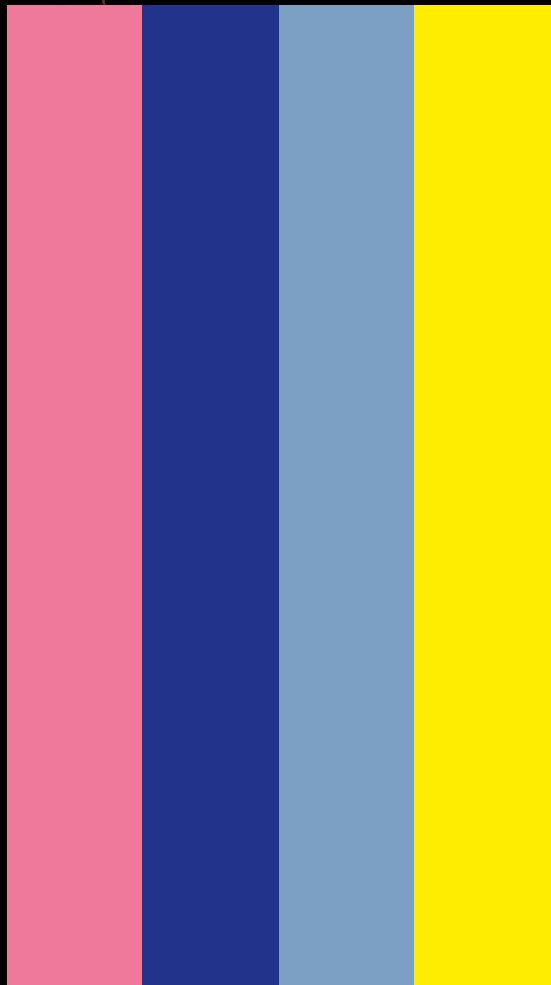
THANK YOU FOR YOUR
BRAVE SUPPORT.

HUP
HOTEL



REBEL SUPER

REBEL SUPER



LOGO

**SUPER
REBEL®**
KIDSGEAR

LOGO DIAP

**SUPER
REBEL®**
KIDSGEAR

EXAMPLE VISUAL INSTORE AND ONLINE CAMPAIGNS





R002-5301

SOFT SHELL



R002-6201



MESH



R002-5403

R002-5402



SPORT

R002-5002



R002-5801



R002-5401



R002-5003

R002-5603



R002-5501



R002-5005

SWIM



R002-5602



R002-6202

REFLECTIVE



R002-6301



R002-6302



MESH

R002-6303

R002-6402

R002-6607



R002-6601



R002-6406



R002-5501

R002-6605



DRY FIT

R002-6407



R002-6602



**SUPER
REBEL**
KIDSGEAR®

#BEBRAVE

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INSTAGRAM:
WWW.INSTAGRAM.COM/SUPERREBELKIDSGEAR

SUPERREBEL KIDSGEAR IS A REGISTERED
TRADEMARK. SUPERREBEL KIDSGEAR IS A
JOINT-VENTURE BETWEEN JOLO FASHION GROUP
AND SUPERREBEL GROUP.