SUPERREBEL®

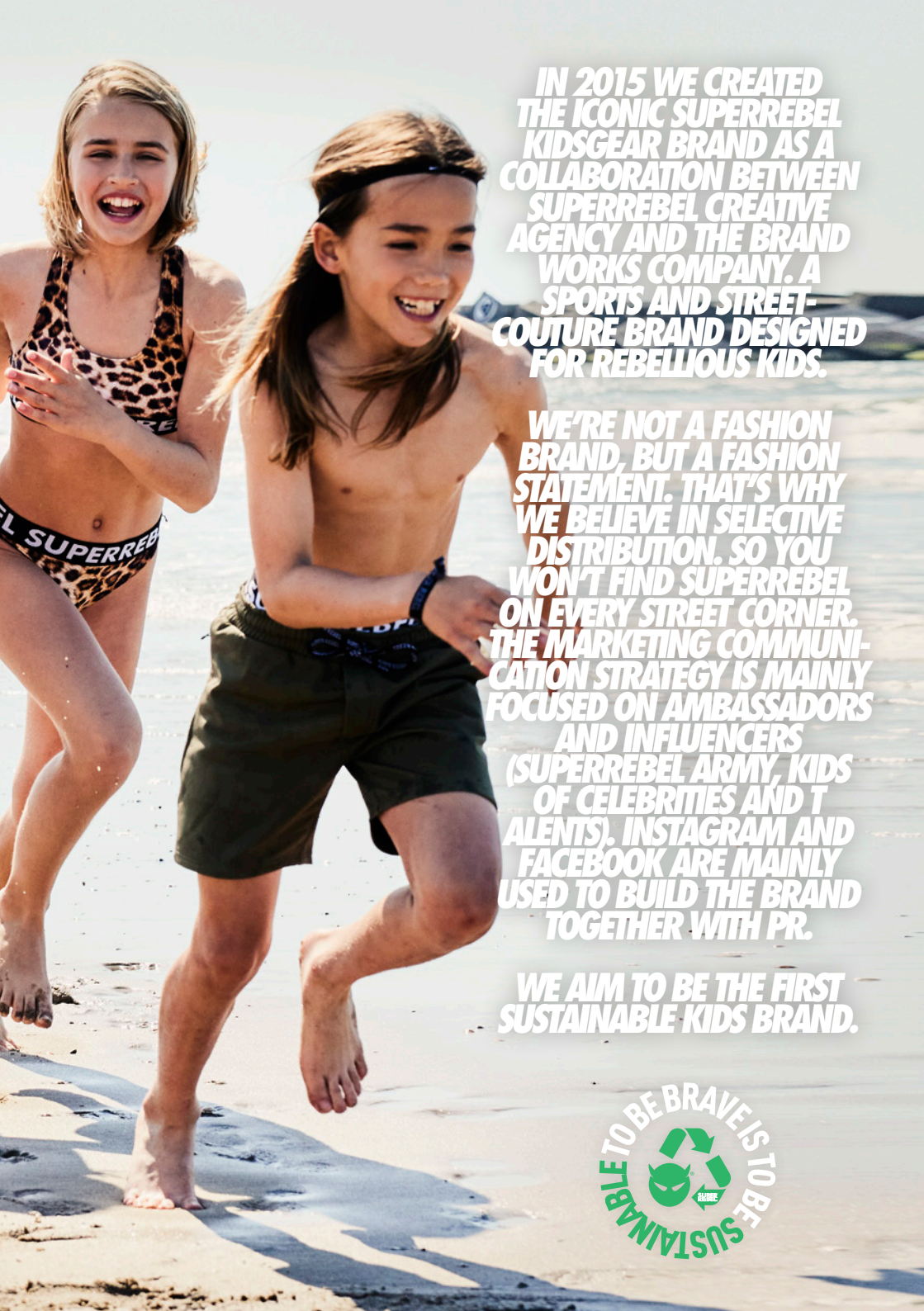
KIDSGEAR



YOU ARE WHAT YOU WEAR
SPRING/SUMMER 2022

THE BRAVE BRAND FOR KIDS


FUNCTIONAL
WEAR FOR
BRAVE KIDS.



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 COMMUNI-CATION STRATEGY IS MAINLY FOCUSED ON AMBASSADORS AND INFLUENCERS (SUPERREBEL ARMY, KIDS OF CELEBRITIES AND T ALENTS). INSTAGRAM AND FACEBOOK ARE MAINLY USED TO BUILD THE BRAND TOGETHER WITH PR.

WE AIM TO BE THE FIRST SUSTAINABLE KIDS BRAND.

TO BE BRAVE IS TO BE SUSTAINABLE


TO BE BRAVE IS TO BE SUSTAINABLE
BRAVERY IS WHAT DEFINES BEACH BOYS AND GIRLS.

SPRING/SUMMER 2022
SUPERSUSTAINABLE

SuperRebel is more than proud of our newest SuperSustainable Spring/Summer 2022 collection. As the best boy and girl of the class the newest collection is >90% sustainable.

Using sporty fabrics and technical details, it compares to nothing else. Striking colors and recognizable SuperRebel branding are used to make a statement. You are what you wear;-)

BEACH

Our brave fans love the beach collections. Several variations and fashionable colors, bring a complete swim collection for boys and girls. Brave items for swimming and after swimming with the newest Terry dresses and swim hoodies Of course made by the best quality and a comfortable fit.

STREET

SuperRebel kids are active kids. But you can wear SuperRebel activewear at school, while sporting and chilling too. Technical jackets, with a magical print when you walk or run in the rain. Hoodies, jogging pants, shorts, leggings, singlets and shirts. What they want. Besides the favorite leopard print a white tiger and star print for the girls. For the boys SuperRebel created a rebellious graffiti print.

How cool! Enjoy the summer...

We are ready for spring/summer 22. Please find out more in his lookbook. For pr/marketing enquiries please contact charlottte@superrebel.com. Enjoy the new collection.





BOLD BRANDING.





R202-5001



R202-5001



R202-5001



R202-5001



R202-5003



R202-5003



R202-5003



R202-5003



BRAVE BOY.



R102-5003



R102-5003



R102-5003



R102-5003



R102-5003



R102-5003



R102-5002



R102-5002



R102-5002



R102-5002



R102-5002



R102-5002



R102-5002



R102-5002





SHOW YOU'RE BRAVE. EVEN IF YOU ARE NOT.



R202-5603



R202-5603



R202-5603



R202-5801





R202-5803



R202-5803



R202-5803









R202-5802



R202-5802

BRAVE DESIGN.



R202-5604



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R202-5604





R202-6401



R202-6401



R202-6401



R202-6401

COOL STUFF.



R102-6601



R102-6601



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R102-6601



R102-6602



R102-6602



R102-6602



R102-6602





R202-5801



R202-5801

THE RULES DO NOT KNOW ME.



R202-6605



R202-6605



R202-6605



R202-6402



R202-6402





R202-6402



R202-6402



R202-6402


SUPER
REBELS
IN THE
STREETS.







R201-6202



R201-6202



R201-6201



R201-6201







R202-6402



R201-6203





R201-6203



R202-6301



R202-6301



R202-6603



R202-6603



R202-6302



R202-6603

SUPERREBEL KIDSGEAR

SWEAT.



R202-6302



R202-6302



R202-6604



R202-6603

NO SWEAT.



R201-5301



R201-5301



R201-5301



R201-5301



R202-5402



R202-5402



R202-5402



R202-5402





THE BRAVE BRAND FOR KIDS.


أنا سوبر ريبيل
I AM A
SUPERREBEL
Я СУПЕРРЕБЕЛ
ICH BIN EIN
SUPERREBELL
JE SUIS UN
SUPERREBEL
SONO UN
SUPERREBEL








SONO UN





R201-5203



R201-5203



R202-5501

SUPERREBELKIDSGEAR.COM

YOU LITTLE SUPERREBEL I LIKE YOU.



R201-5201



R201-5201



R201-5201



R201-5201



R202-5501



R202-5501





R202-5001



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REBEL SU

EL SUPER

LOGO

SUPERREBEL®
KIDSGEAR

LOGO DIAP

SUPERREBEL®
KIDSGEAR



EMERSON FITTIPALDI JUNIOR IS ONE OF OUR PROUD BRAND AMBASSADORS

RICHARD VERSCHOOR AMBASSADOR
MP MOTORSPORT FORMULA 3







SUPERREBEL KIDSGEAR

SUSTAINABLE #FORTHEBRAVE

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WWW.INSTAGRAM.COM/SUPERREBELKIDSGEAR

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