

SUPER[®]

KIDSGEAR

**BE BRAVE,
MAKE SOME
WAVES.
SPRING/
SUMMER 24**



**THE BRAVE
BRAND
FOR KIDS**

WE ARE SUPERREBEL FOR A REASON.

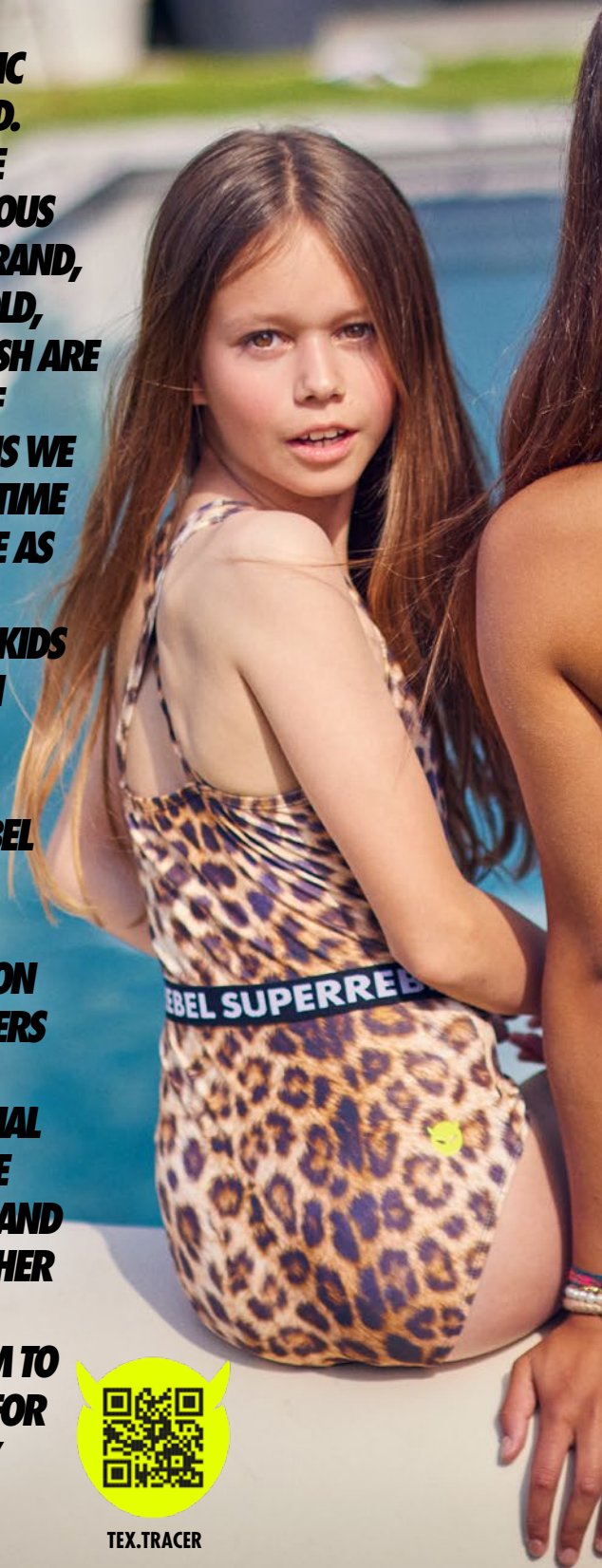
IN 2016 WE CREATED THE ICONIC SUPERREBEL® KIDSGEAR BRAND. A SPORTS AND STREET COUTURE BRAND DESIGNED FOR REBELLIOUS KIDS. WE'RE NOT A FASHION BRAND, BUT A FASHION STATEMENT. BOLD, OUTSPOKEN, SMART AND STYLISH ARE THE VALUES FOR THE DESIGN OF EVERY COLLECTION. BESIDES THIS WE IMPROVE ON QUALITY ALL THE TIME AND TRY TO BE AS SUSTAINABLE AS POSSIBLE BECAUSE WE LOVE TO PROTECT THE PLANET FOR OUR KIDS AND THEIR KIDS. 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). SOCIAL MEDIA AND PARTNERSHIPS ARE MAINLY USED TO BUILD THE BRAND AND WE ALWAYS WORK TOGETHER WITH THE BEST AVAILABLE PHOTOGRAPHERS. IT'S OUR AIM TO BECOME THE COOLEST BRAND FOR KIDS ON THE PLANET. LOVED BY KIDS AND THEIR PARENTS.

BRAVE BRAND FOR KIDS



TEX.TRACER







**WE HAVE
GOT NEWS
FOR YOU.**

SS24

SPRING/SUMMER 2024

AGAIN THE DEVIL IS IN THE DETAILS.

SuperRebel Kidsgear is the 'The Brave Brand for Kids', best known for its streetwear and sports apparel. Today, the SuperRebel Kidsgear collection includes apparel and accessories for kids. For SuperRebel Kidsgear, jackets symbolize perfect childhood, where a little raw effect is not only expected, but also desired. We bring innovative fabrics and bold designs are the key to success. Comfort is an essential element in children's collections, the shapes and fabrics are carefully chosen to ensure comfort and functionality without sacrificing style.

The brand's SS24 collection combines resistance and comfort with an unique design style, while the shapes and colors are inspired by the imaginary world of brave boys and girls. Using striking colors and never being childish. In terms of sizes and wearability we bring a broad junior collection line (6-16 years) which includes ready-to-wear and accessories. In the winter collections there are skiwear capsules while in the summer there are beachwear capsules. Mainly the materials used are jersey and fleece as well as nylon and neoprene to ensure greater comfort and a better fit.

Today children want to be cool in their own way: active, full of enthusiasm and desire, free to explore the world. For this reason SuperRebel Kidsgear has a unique identity and is now an internationally loved brand.

We are ready for spring/summer 2024. For more information or pr/marketing enquiries please contact Charlotte Varossieau (charlotte@superrebel.com). Enjoy the new collection.

BRAVERY CAN SAVE OUR PLANET.





R401-5004-988



R401-5004-961



R401-5004-120



**OUT
SPOKEN
GIRLS**

**PREFER
SUNNY SIDE UP.**



R401-5001-099



R401-5001-958



R401-5001-247



R401-5001-957



R401-5001-956



R401-6601-953



R401-6601-920



R401-6601-959



R401-6601-962



R401-6602-120



R401-6602-099



R401-6602-100



R401-6602-500



R401-6602-550



R401-6602-410



R401-5003-958



R401-5003-099



R401-5003-961



R401-5003-214



**LIFE IS COOL
THE POOL.**



R401-5003-247



R401-5003-988



R401-5003-956



R401-5003-957



THE BRAVE BRAND FOR KIDS. [SUPERREBEL.COM](https://www.superrebel.com)

**POOL
POSITION.**



R401-5002-099



R401-5002-121



R401-5002-956



R401-5002-247



R401-5002-214



R401-5002-958



R401-5002-988





**EVERY
BOY
LOVES
TO BE
A PLAYER**



R401-5407-988



R401-5407-920



R401-5407-121



R401-5407-099





 **BRAVE GIRLS**



THE BRAVE BRAND FOR KIDS. SUPERREBEL.COM

**BE BRAVE
MAKE SOME**



WAVES.





R401-5407-988



R401-5407-956



R401-5407-958



R401-5407-961





**JOIN
THE
SUPER
REBEL
TRIBE.**



R401-5604-988



R401-5604-956



R401-5604-958



R401-5604-961



R401-5604-099



**WELL
PREPARED
TO BECOME
A BOARD
MEMBER.**



THE BRAVE BRAND FOR KIDS. SUPERREBEL.COM



R402-6401-099



R402-6401-120



R402-6401-099



R401-5007-099



R401-5007-956



R401-5007-121

LET'S START A REBEL



RT
ITION.



R401-5006-988



R401-5006-958



R401-5006-956





R402-6303-099



R402-6303-416



R401-6607-099



R401-6607-416

**EVERY
KID IS
WISE,
BUT
SOME
ARE
EVEN
STREET
WISE.**



R401-6606-416



R401-6606-099



TRAVELER

 **BRAVE BOY CLUB**



R401-6211-100



R401-6211-500



BRAVE GIRL CLUB



R401-5211-003



R401-5211-550



R401-5211-099



R401-6211-550



R401-6211-099



R401-6211-410



R401-5211-500





 **BRAVE BOYS**



R401-5003-099 R401-5003-958 R401-5003-257 R401-5003-957 R401-5003-956 R401-5003-214 R401-5003-961 R401-5003-988



R401-5001-099 R401-5001-958 R401-5001-247 R401-5001-957 R401-5001-956 R401-5001-121 R401-5001-958 R401-5001-247



R401-5002-099 R401-5002-958 R401-5002-247 R401-5002-214 R401-5007-099 R401-5007-121 R401-5007-956 R401-5407-988



R401-5002-988 R401-5002-121 R401-5002-956 R401-5407-961 R401-5407-958 R401-5407-956 R401-5407-988



R401-5604-961 R401-5604-958 R401-5604-956 R401-5604-988



R401-5006-988 R401-5006-958 R401-5006-956 R401-5211-550 R401-5211-003 R401-5211-099 R401-5211-500



R401-6602-410



R401-6602-550



R401-6602-500



R401-6602-100



R401-6602-120



R401-6602-099



R401-6601-959



R401-6601-962



R401-6601-953



R401-6601-920



R402-6401-120



R402-6401-099



R402-6401-090



R401-5407-920



R401-5407-099



R401-5407-121



R402-6303-416



R402-6303-099



R401-6605-099



R401-6605-958



R401-6605-121



R401-6606-416



R401-6606-099



R401-5604-099



R401-6607-416



R401-6607-099



R401-6211-550



R401-6211-100



R401-6211-099



R401-6211-410



R401-6211-500



LOGO

**SUPER
REBEL[®]**
KIDSGEAR

LOGO DIAP

**SUPER
REBEL[®]**
KIDSGEAR



EMERSON FITTIPALDI JUNIOR IS ONE OF OUR PROUD
BRAND AMBASSADORS

RICHARD VERSCHOOR AMBASSADOR
MP MOTORSPORT FORMULA 3



BE BRAVE, MAKE SOME WAVES.



SUPER REBEL KIDSGEAR

SUSTAINABLE #FORTHEBRAVE

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



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