SUPER®

REEL

GEAR



YOU ARE WHAT YOU WEAR
SPRING/SUMMER 2021

THE BRAVE
BRAND
FOR 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 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.

WE AIM TO BE THE FIRST SUSTAINABLE KIDS BRAND.


SUPERREBEL
SUPERREBEL
SUPERREBEL
FUNCTIONAL WEAR FOR BRAVE KIDS.
SUSTAINABLE TO BE BRAVE IS TO BE


PLAY
HARD.

SS21



SPRING/SUMMER 2021

SuperRebel is more than proud of our newest Spring/Summer 20 collection. Using sporty fabrics and technical details, the new collection is brave and cool. It compares to nothing else. Striking colors and recognizable SuperRebel branding are used to make a statement. You are what you wear.

SWIMWEAR

Last summer season SuperRebel Kidsgear found out that our little fans love our swim collections. This is the reason why we made it much broader this season. Using more variations and fashionable colors, bring a complete swim collection for boys and girls. Brave items for swimming and being the hero on the beach. The swim garments are produced from the best quality materials and they have a very comfortable fit. Kids love it. Grown-ups too.

ACTIVEWEAR

SuperRebel kids are active kids. That's why this activewear collection can be worn to school or while sporting. Jackets, hoodies, jogging pants, shorts, leggings, singlets and shirts. Everything a little SuperRebel needs to succeed in life. Always stylish, and comfortable. Made for cool kids who know what they want. Produced from the best possible and often sustainable materials. From basics to remarkable prints.

We are ready for spring/summer 21. Please find out more in this lookbook.

For pr/marketing enquiries please contact evy@superrebel.com. Enjoy the new collection.





THE SUMMER IS MAGIC.



R102-5001



R102-5001



R102-5001



R102-5001



R102-5001













R102-5003 R102-5003 R102-5003 R102-5003 R102-5003







R102-6604



R102-6604





R102-5002





R102-5002





R102-5002





R102-5002





R102-5002














SUPERREBELKIDSGEAR.COM
NOT BEING BRAVE DOESNT GO WITH MY OUTFIT.



R102-6601



R102-6601





R102-6601



R102-6601



BRING IT ON.





R102-5402



R102-5402



R102-5402



R102-6202



R102-6202



R102-6202





R102-6301



R102-5601



R102-6301



R102-6301



WE ARE SUPER
WE ARE BOLD,
BRAVE AND FE


REBELS.
ARLESS.

BRAVERY IS WHAT DEFINES US.







R102-6602



R102-6602



R102-6602





R102-6302



R102-6603

NEVER UNDERESTIMATE A SUPERREBEL.



R102-6302



R102-6603

WE GOT IT FROM OUR MAMA AND DADDY.



R102-6201



R102-6201




SUPER
REBEL
ARMY





R102-6402



R102-6603



R102-6402



R102-6603




I WANT TO SEE
YOU BE BRAVE.
SUPER REBEL



R102-6402





R102-6402



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R102-5001



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R102-5003



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REBEL SU

EL SUPER

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









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