

SUPER KID GEAR®

**SAY NO
MORE.
W 27/28**



**THE BRAVE
BRAND
FOR KIDS**

WE CREATED SUPERREBEL® KIDSGEAR FOR KIDS WHO GET IT. AND PARENTS WHO WISH THEY DID. SINCE 2015, SUPERREBEL® KIDSGEAR HAS BEEN THE BRAND FOR KIDS WHO DARE TO STAND OUT — AND FOR PARENTS WHO SECRETLY WISH THEY STILL COULD.

BORN FROM A COLLABORATION BETWEEN SUPERREBEL® AND THE BRAND WORKS, WE'VE BUILT AN INTERNATIONAL LABEL KNOWN FOR ITS FEARLESS MIX OF PREMIUM QUALITY, INNOVATIVE DESIGN AND A WHOLE LOT OF ATTITUDE. EVERY COLLECTION PROVES ONE THING: BEING BRAVE NEVER GOES OUT OF STYLE.

SUPERREBEL® ISN'T JUST FASHION. IT'S A MINDSET. WE WORK WITH THE BRAVEST DESIGNERS, PHOTOGRAPHERS AND CREATORS WHO SHARE OUR OBSESSION WITH ORIGINALITY. INSPIRED BY SPORTS, STREET CULTURE AND THE FREEDOM OF CHILDHOOD, WE CREATE GEAR FOR KIDS WHO HAVE THEIR OWN OPINIONS, THEIR OWN STYLE AND ABSOLUTELY NO INTENTION OF FOLLOWING THE CROWD.

FROM SNOWY SLOPES TO CITY STREETS, SUPERREBEL® KIDSGEAR COMBINES HIGH PERFORMANCE TECHNICAL SPORTSWEAR WITH CONTEMPORARY FASHION. SMART FABRICS. INNOVATIVE DETAILS. DISTINCTIVE SILHOUETTES. SERIOUS FUNCTIONALITY. AND JUST ENOUGH ATTITUDE TO MAKE THE GROWN-UPS NERVOUS.

WE'RE ESPECIALLY PROUD OF OUR AMBITION TO BECOME ONE OF THE MOST SUSTAINABLE BRANDS IN PREMIUM KIDSGEAR. BY CONTINUOUSLY IMPROVING OUR MATERIALS, PRODUCTION AND DESIGN CHOICES, WE'RE WORKING TOWARDS A BETTER FUTURE FOR THE GENERATION THAT WILL INHERIT IT.

BECAUSE LOOKING GOOD TODAY SHOULDN'T COME AT TOMORROW'S EXPENSE. SELECTIVE INTERNATIONAL DISTRIBUTION? ABSOLUTELY. YOU'LL FIND SUPERREBEL® KIDSGEAR AT CAREFULLY SELECTED PREMIUM RETAILERS AROUND THE WORLD. WE BELIEVE IN BUILDING A DISTINCTIVE BRAND, NOT BEING ON EVERY CORNER.

MADE FOR KIDS WHO KNOW WHAT THEY WANT. AND AREN'T AFRAID TO SAY IT. OR BETTER YET, SHOW IT. SAY NO MORE.

THE BRAVE BRAND FOR KIDS.

#BEBRAVE



SELECTIVE
INTERNATIONAL
DISTRIBUTION?
ABSOLUTELY.
YOU WON'T SEE
SUPERREBEL®
KIDSGEAR ON EVERY
CORNER—ONLY IN
HIGH-END STORES FOR
THOSE WHO TRULY
GET IT. WANNA BE
A PLAYER? JOIN THE
SUPERREBEL® ARMY.
#BEBRAVE



**WE'VE GOT A
LOT TO SAY.
BUT OUR
CLOTHES SAY
IT BETTER.**



W27/28

AUTUMN / WINTER 2027–2028

Meet SAY NO MORE. Our new Autumn/Winter 2027–2028 collection. A confident mix of fashion, function and attitude, designed for kids who already know exactly who they want to be. This season, we're turning up the style without compromising performance.



Ice Blue brings a fresh, contemporary edge. Chocolate Brown adds warmth and sophistication. Bold Snake Prints introduce a little trouble, while our retro-inspired Ski Club graphics celebrate the mountain lifestyle we love. And beneath all that attitude? Serious technical thinking. Discover new fabric developments, including textured Crunchy finishes, ponchee, twill and softshell constructions.

Designed with comfort, movement, durability and weather protection in mind, our technical materials meet the demands of active kids who don't believe in sitting still. From Back to School to Street and Ski, every piece is designed to work together. Premium silhouettes, coordinated outfits, distinctive details and innovative materials create a collection that's as versatile as it is recognizable. And because the future matters, we continue to prioritize more sustainable materials and responsible choices wherever possible.

Our ambition? To create the most distinctive premium kids' winterwear in the world. Technically smart. Seriously stylish. Unmistakably SuperRebel®.



We are ready for winter 26/27. See for yourself and enjoy the SuperRebel lookbook. For pr/marketing inquiries please contact charlotte@superrebel.com.



**SOMEBODY
HAS TO
RAISE THE
BAR.SAY NO
MORE.**



R709-5214-419



R709-5222-419



R909-5604-419

**NEW SEASON.
I DON'T HAVE
AN ATTITUDE.
I HAVE
STANDARDS.**





R709-5214-004



R709-5216-099



R709-5604-004



**MY
PARENTS
HAVE
RULES.
I HAVE
BETTER
IDEAS.**



R709-6218-004



R709-6605-004

I'M NOT BOSSY. I'M MANAGEMENT.



***MY PARENTS
STILL THINK
THEY'RE IN
CHARGE.
ADORABLE.***

**MY SKI
INSTRUCTOR
CALLS IT
POTENTIAL.
I CALL IT
WARMING UP.**



R709-5221-200



R709-5214-200



R709-5604-200



**HE'S A
NICE GUY.
A LITTLE
SLOW,
THOUGH.**



R709-6205-306



R709-6205-099



R709-6605-099



R709-6202-306



R709-5200-099



**WE DON'T NEED
PERMISSION. WE NEED
MORE ROOM.**



R709-5214-123



R709-6403-004



R709-5604-004



**MADE FOR
KIDS WHO
KNOW
WHAT THEY
WANT.**



R709-5215-123



R709-6402-123



R709-5604-123

**THE NEXT
GENERATION
HAS
ARRIVED.**

THE BRAVE BRAND FOR KIDS. SUPERREBELKIDSGEAR.COM



R709-6202-377



R709-6605-377



R709-6202-063



R709-6605-063

**I'M NOT TOO
FAST. YOU'RE
JUST TOO SLOW.
I'LL SAVE YOU A SEAT AT THE BOTTOM.**

**I MISSED THE
LIFT. NOT THE
OPPORTUNITY.**



R709-5216-926



R709-5610-926



**FREEDOM
TO MOVE.**



SAY NO MORE.

**MY JACKET
HAS MORE
FEATURES
THAN YOUR
CAR.**



R709-5221-918



R709-5610-918



R709-6205-123



R709-6605-099



R709-5221-918



R709-5221-918



**DEAR
PARENTS.**



**DON'T
WORRY.
WE STILL
LOVE YOU.**



R709-5221-918



R709-6218-063

**WE NEED TO TALK
ABOUT YOUR STYLE.**



R709-5221-567



R709-5604-567

**I'M NOT
SHOWING
OFF. I'M
SETTING AN
EXAMPLE.**



**SMALL
PEOPLE.
BIG
PLANS.**





R709-6202-071



R709-6606-071



OWN THE MOUNTAIN.

**SKI CLUB
27/28.**



R709-5222-070



R709-5200-264

**GOOD
STYLE.
BETTER
FUTURE.**



**FLOOKING
FORWARD
NEVER
LOOKED
SO GOOD.**



R709-5200-416



OUR PISTE SIGNING IN THE COOL SKI AREA OF LECH-ZURS.







LOGO

**SUPER
REBEL[®]**
KIDSGEAR

LOGO DIAP

**SUPER[®]
REBEL**
KIDSGEAR



RICHARD VERSCHOOR AMBASSADOR
MP MOTORSPORT FORMULA 3

CREATIVE DIRECTION
SUPERREBEL KIDSGEAR[®]

ART DIRECTION & DESIGN
SUPERREBEL CREATIVE STUDIO
NOOR RIEMENS

BRAVE PARTNER

RÖKA

PHOTOGRAPHY
COOPER SEYKENS

STYLING
BEAUDINE BOGEARS

CAMPAIGN
SAY NO MORE.

Zoutestrand:19
BEACH CLUB KNOKE

**SAY NO
MORE.**





SUPER REBEL[®] KIDSGEAR

SUSTAINABLE #FORTHEBRAVE

SUPERREBEL KIDSGEAR HEADQUARTER:

EUROPE:

GENERAL | MARKETING | DESIGN | SALES
CONTACT PERSON: CHARLOTTE VAROSSIEAU
E: CHARLOTTE@SUPERREBEL.COM
M: +31 (0) 6 28 56 45 28

AGENTS:

FRANCE

TONIC SPORT LIFESTYLE / LAURA HERRAULT
LAURA.TONIC@GMAIL.COM
+33 6 07 21 49 46

ITALY

DIADEMA INTERNATIONAL / VALENTINA DE MASIS
INFO@DIADEMADISTRIBUTION.IT
+39 339 89 17 626

UNITED KINGDOM

VP AGENCY / VERONIQUE WATSON
VERONIQUE@VPAGENCY.CO.UK
+44 7855 959551

INTERNET AND SOCIAL MEDIA:

OFFICIAL WEBSITE / SHOP:

WWW.SUPERREBELKIDSGEAR.COM

FACEBOOK:

WWW.FACEBOOK.COM/SUPERREBELBRAND

INSTAGRAM:

WWW.INSTAGRAM.COM/SUPERREBELKIDSGEAR



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



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SUPERREBEL KIDSGEAR.