SUPERREBEL®



WE ARE SORRY.
W 24/25

TO BE BRAVE IS TO BE SUSTAINABLE

THE BRAVE BRAND FOR KIDS


SUPERDRY
SORRY IS
NO EXCUSE.



IN 2015 WE CREATED THE ICONIC SUPERREBEL KIDSGEAR BRAND AS A COLLABORATION BETWEEN SUPERREBEL CREATIVE AGENCY AND THE BRAND WORKS COMPANY. A SPORTS AND STREETCOUTURE 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.

TO BE BRAVE IS TO BE SUSTAINABLE


SORRY
WE
ARE
SORRY.

W24/25

WINTER COLLECTION 24/25

SuperRebel kidsgear presents their newest > 90% sustainable winter collection. Technical fabrics and details, 10.000 water column, pass pockets, snow catchers, polyester sleeves, reflective logos and much more. You are what you wear.

SKI AND STREET

Camou and graphic prints, fluorescent colors and sophisticated black, all to mix and match with the metallic and new fashionable jackets. For skiing, snowboarding or for school days.

We are ready for winter 24/25. See for yourself and enjoy the SuperRebel lookbook.
For pr/marketing inquiries please contact charlotte@superrebel.com.



TEX.TRACER

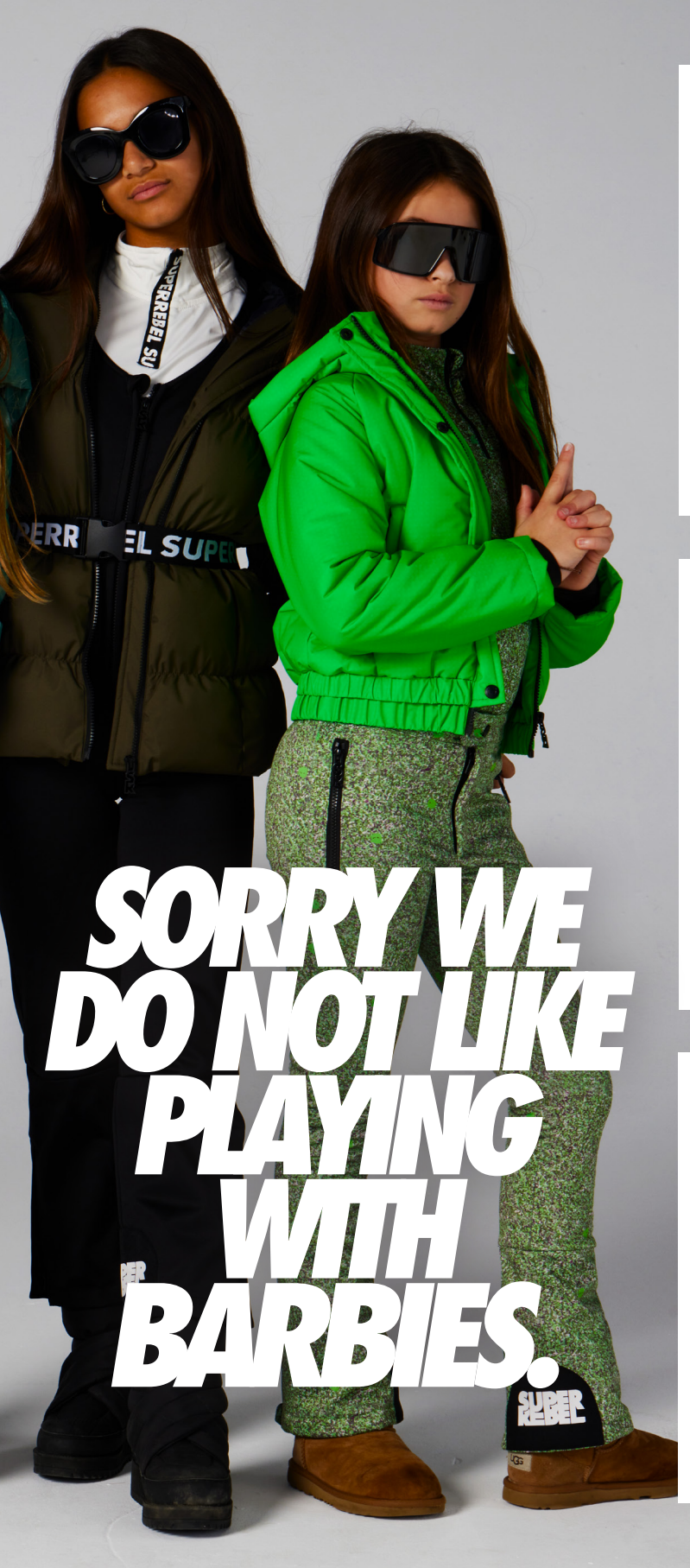


THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*




UPERR
EL SUPER







R409-5203-300



R409-5211-305



R409-6402-305



R409-5604-305


GO WITH
THE SNO
NOT WIT
THE FLOW





R409-6206-945



R409-6206-061



R409-6605-099



R409-6605-945



R409-6402-942

SORRY WE FELL OUT OF THE SKI LIFT.



R409-5604-099 R409-5604-942





R409-5204 -942



R409-5204 -375



R409-5204 -099

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*


ROSSIGNOL
SUPERREBEL
SORRY
YOU
CAN'T
KEEP
UP WITH
US ANY
MORE.





R409-6218 -550



R409-6218 -375



R409-6218 -099



R409-5203-551



R409-5203-207







R409-5208 -410



R409-5201 -416



THAT WE
OT WAIT.





THE BRAVE BRAND FOR KIDS. SUPERREBEL.COM


SORRY MUM
AND DAD.
WE MISSED
THE LAST LIFT.





R409-5211 -988



R409-5208 -202



R409-6219 -947


REBEL SUF
ERREBE




SORRY.
SUPERREBEL
SUPERREBEL
SORRY THAT WE
ARE SPEEDING.

COOL NEW STUFF.



R409-6202-304



R409-6202-115







R409-6202-099



R409-6404-099

WE HAVENT THOUGHT ABOUT THE CONSEQUENCES.

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*



R409-6082 -943



R409-6082 -942



R409-6602 -942



R409-6082 -099



R409-6602 -099

JOIN THE SUPERREBEL ARMY. ON THE SLOPES OR ON THE STREETS.







R409-5204 -943



R409-6402-099S



R409-6402 -943



R409-6605-099



R409-6605 -202

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*


SORRY.
IF YOU NEVER TRY, YOU WILL NEVER KNOW.
R409-6218 -375
R409-6218 -120

BRAVE BOY.



R409-5214-954



R409-5214-099



R409-5604-551



R409-5604-207

BRAVE GIRL.







R409-5214-997



R409-5214-963



R409-5604-099



R409-5604-988

SORRY IS A WORD FOR BE STR



R409-6218 -920



R409-6605 -120 R409-6605 -920



R409-6986 -120



R409-6986 -410



ANOTHER
COMING
REETWISE.





R409-6219 -099



R409-6219 -410



R409-6219 -942

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*


SORRY WE SKIPPED BREAKFAST.





R409-5202 -996



R409-5202 -099



R409-5202 -954

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*


R409-5203-300


R409-5203-551


R409-5203-207


R409-5201-416


R409-5202-996


R409-5202-954


R409-5202-099


R409-5204-099


R409-5204-375


R409-5204-942


R409-5204-943


R409-5211-988


R409-6082-943


R409-6082-942


R409-5214-099


R409-5214-997


R409-5214-963


R409-5214-954


R409-5211-305


R409-5208-410


R409-5208-550


R409-5208-202


R409-5604-551


R409-5604-207


R409-5604-099


R409-5604-942


R409-5604-988


R409-5604-305


R409-6602-988


R409-6602-942


R409-6602-099


R409-6402-305


R409-6402-099


R409-6402-942


R409-6402-943


R409-6402-948


R409-6986-942


R309-6986-550


R409-6986-202


R409-6605-202

R409-6605-550

R409-6605-942

R409-5501-305

R409-5501-099

R409-5501-942

R409-5501-943

R409-5501-948



R409-6202-099



R409-6202-115



R409-6202-304



R409-6206-945



R409-6206-061



R409-6206-551



R409-6082-099



R409-6218-375



R409-6218-920



R409-6218-120



R409-6218-550



R409-6218-099



R409-6219-942



R409-6219-947



R409-6219-410



R409-6219-099



R409-6603-202



R409-6603-410



R409-6603-099



R409-6403-945



R409-6403-099



R409-6601-947



R409-6601-410



R409-6601-099



R309-6403-099



R409-6986-410



R409-6986-120



R409-6987_099S



R409-6605-099



R409-6605-375



R409-6605-120



R409-6605-920



R409-6605-945



R409-6402-099S



R409-6402-300



R409-6404-099



R309-5202-994

THE BRAVE BRAND FOR KIDS. *SUPERREBEL.COM*

REBEL SU

EL SUPER

LOGO

SUPER REBEL®
KIDSGEAR

LOGO DIAP

SUPER REBEL®
KIDSGEAR



EMERSON FITTIPALDI JUNIOR IS ONE OF OUR PROUD BRAND AMBASSADORS

PARTNERSHIP
MP MOTORSPORT









SUPERREBEL KIDSGEAR

SUSTAINABLE #FORTHEBRAVE

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