

SLIPPER® **WINTER GEAR**



**YOU ARE
WHAT YOU
WEAR
WINTER
22/23**

**THE BRAVE
BRAND
FOR KIDS**

I AM A SUPERREBEL.



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.





**PLEASED
TO MEET YOU.**



WINTERCOLLECTION 22/23 SUPERSUSTAINABLE

SuperRebel kidsgear is proud to present the newest >90% sustainable wintercollection. 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

Graffiti prints, all over letterprinting and a mysterious snake print makes the collection fashionable, but don't forget the comfort. Skiing, snowboarding in flashing colors or screen black... You are the striking person on the slopes. After skiing, take your cool sweaters, hoodies, and pants to chill with your hot chocolate.

Are you ready?

**BRAVERY DOES NOT HAVE TO
DESTROY OUR PLANET.**

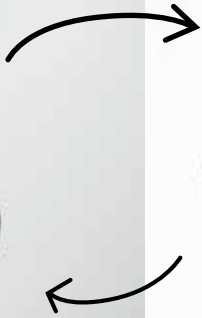
We are ready for winter 22/23. Please find out more in his lookbook. For pr/marketing enquiries please contact charlotte@superrebel.com. Enjoy the new collection.



YOUNG FANS.



**THAT'S WHY
WE LOVE
REVERSIBLE.**









**WE NEVER SAY NO
TO SNOW.**

COOL STUFF.



MEMBER OF THE BOARD.





**KEEP CALM.
SNOW IS
COMING.**





BRAVE GIRL.



BRAVE BOY.



**SHOW US
HOW BIG
YOUR BRAVE IS.**





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

REBEL SU

EL SUPER



**SUPER
REBEL**
KIDSGEAR

SUPERREBEL

**SUSTAINABLE
#FORTHEBRAVE**

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OFFICIAL WEBSITE / SHOP:
WWW.SUPERREBELKIDSGEAR.COM

FACEBOOK:
WWW.FACEBOOK.COM/SUPERREBELKIDSGEAR
INSTAGRAM:
WWW.INSTAGRAM.COM/SUPERREBELKIDSGEAR

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



TRY TO FOLLOW
SUPERREBEL KIDSGEAR.