

## SUPERSTREET N. 8: DENIM, STREETWEAR AND NEW GENERATIONS

*Superstreet* is the section that, through the most important names in denim and streetwear presents the taste evolutions of the pre-teen and teen crowds. Music, television and social networking create icons and symbols for the formation of tribes and the development of consumer phenomena that *Superstreet N.8* presents with clarity through its brands, their special projects and settings. The success of this section's special formula is confirmed by its constant growth and the quality of its "new entries".

### The names and numbers

There are **76 brands** at *SuperStreet N. 8* featuring innovation and evolution in street-style looks and denimwear for children and young teens.

**5,500 sq. meters** of exhibition space in the Padiglione delle Ghiaia, Cortile delle Ghiaia, Cortile del Teatrino, Fureria, Cortile dell'Armeria, Armeria, Teatrino Lorenese, Portico, Giardino del Glicine, Ronda, and Quinte Teatro .

### New entries:

**Angel Devil J Cool, Bambola Monella, Billabong, Keith Hering by STQ!, Lee, Maui And Sons, Muffinandcompany, Moodle Park, T-shirts T-shops.**

**The brands you now:** 313, 40Weft, Add Junior, Antik Batik, Baci & Abbracci Kids Collection, Bensimon, Betty Boop, Bikkembergs, Bob, Bomb Boogie Kids, Calvin Klein Jeans Kids, Caporea, Chevignon Kids, Chipie Shoes, Colors Of California, Converse, Crocs, Cult, D King/Dondup, D Queen/Dondup, Denny Rose Young Girl, Docksteps, Eddie Pen, European Culture Junior, Felix The Cat, Fornarina Girl, Gas Junior, Gaudi' Junior & Girl, Guess Kids, Harley Davidson, Havaianas, Jeep, Jfour, Joe Black, Juicy Couture, Killah, Levi'S, Liu.Jo Baby, Liu.Jo Honey, Liu.Jo Junior, Love Therapy, Mauro Grifoni, May 75, Merrell, Momino, Naf Naf Enfant, Never Without , You, Nolita Pocket, Nordkapp, Ollie, Onelove, Onitsuka Tiger, Pepe Jeans London Kids, Pickwick Junior, Rare The Kid, Replay & Sons, Replay & Sons Footwear, Rock Star Baby, Roy Roger'S Bambino/A, Save The Queen Circus, Scotch & Soda, Sonora, Take Two Teen, Teva.

### The new setting

Graphics, colors, music and visual communications are the tools that the young use to express themselves and declare that they are, indeed, part of a tribe. For this reason the *Superstreet* setting is one big illustration, a great big comic and that is why graphic designers, street artists, and illustrators stage each edition with the sounds and signs of the new style and consumer trends. *Superstreet N.8* is **Toys vs. Toys**. Designed by **Joe Velluto**, the internationally acclaimed group of Italian designers and creatives, the setting is a huge domestic jungle in true 1950s style where toys of all types challenge each other in a duel, emphasizing the eternal conflict between male and female. Dragons, soldiers and tanks face Barbie dolls and teddy bears of all sizes.

Florence, 27 June 2008