

KidSuper: “Running As Fast As you can” 2020 Paris Fashion Week Show

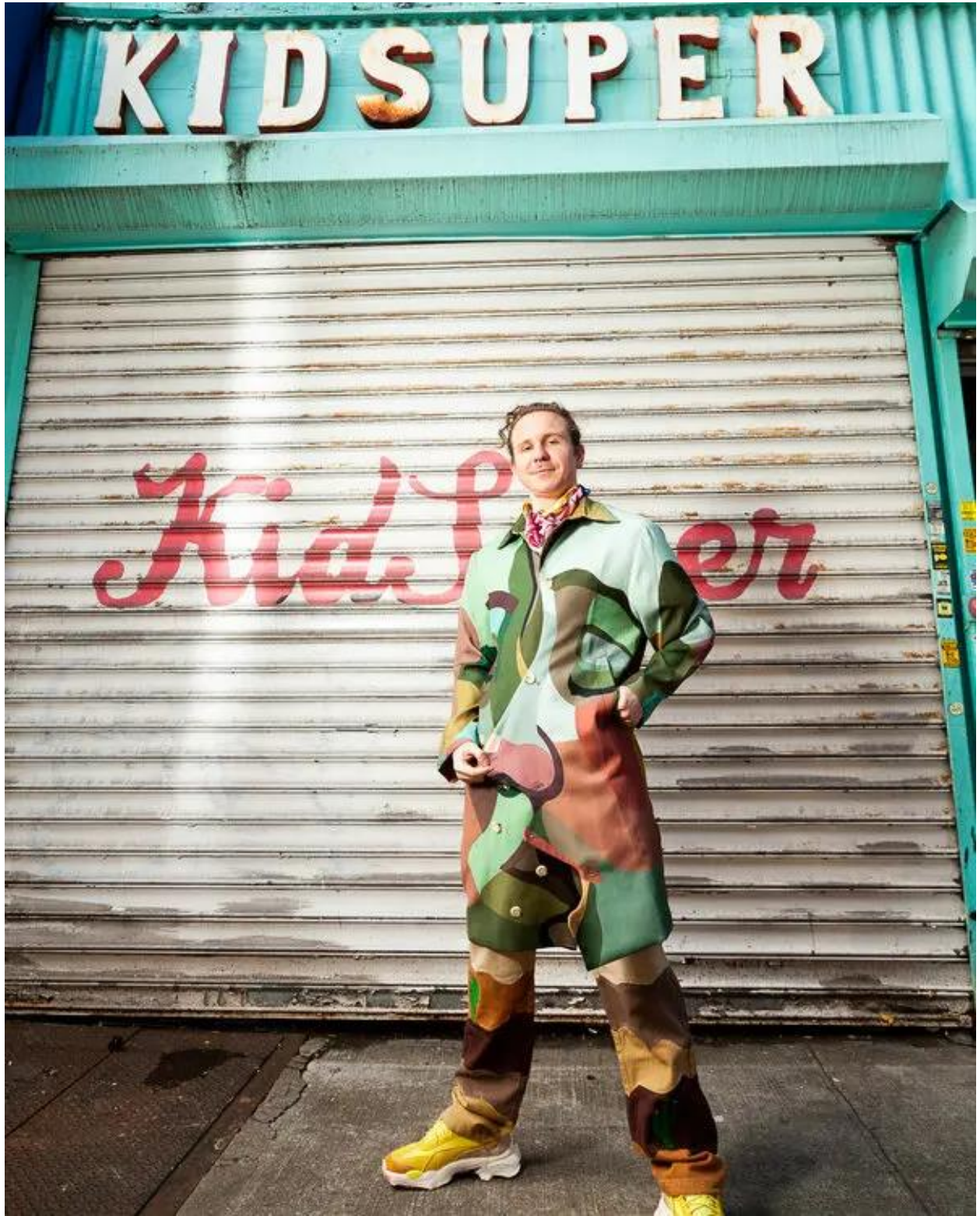
Sandra Nicolas

New York City College of Technology

BUF 3310 CONTEMPORARY DESIGNERS AND LUXURY MARKETS

Professor Bolton

11/05/2023



Colm Dillane, founder of KidSuper was born in New York City in 1991 to a Spanish mother and an Irish father. Colm moved around a bit when he was younger from Mexico, and Beloit, Wisconsin but finally moved back to resides in New York City at the age of 13. He attended Brooklyn Tech where he was heavily influenced to start a clothing brand where he eventually carried the brand to his university years. The brand image was very freestyle arts and street fashion combined, and over the years the brand slowly gained popularity as Colm continued to elevate his artistry. Before Fashion shows, KidSuper was partnering with established musicians and other fashion brands to broaden the brand horizon. After getting rejected twice from the Paris Fashion week calendar, Colm did not accept defeat and applied for the third time and was accepted. In 2020 Colm Dillane introduced KidSuper Fall/Winter collection in Paris Fashion week and did not disappoint the luxury side of the industry.

KidSuper's 2020 Paris fashion show was titled "Running As Fast As You Can" and was a creative venture that embodies the concept of pushing oneself to the maximum, emphasizing the significance of personal motivation and artistic expression in the fashion industry. The themes of the 2020 KidSuper's fashion show shed light on its significance in the fashion industry and its ability to inspire personal motivation. For a Brooklyn kid to start his own brand and to reach the peak of success is truly admirable for others who are looking to do the same.



The core concept of KidSuper's fashion show revolves around pushing oneself to the maximum, both in life and in fashion. The show's theme emphasizes the idea of running as fast as one can, mirroring the constant pursuit of one's goals and dreams. In a 2021 Hypebeast interview Colm said “ “After getting rejected from the Paris Fashion Week calendar for the second time in a row, there was a moment where I contemplated not trying for a third time. Fashion shows are so financially and physically draining — and [I thought that] KidSuper may never be allowed in this luxury exclusive fashion world. But the brand is called KidSuper, and at every moment I have to be this exaggerated superhero version of myself. I had to try again, but I couldn't just walk — I had to run, sprint (Dwyer 1).” This concept was artistically conveyed through the visual representation of the journey by using bright pink paint on the bottom of the models' shoes, symbolizing the distance traveled and the slippery path towards self-discovery.



The music was a crucial element that amplifies the show's impact. Skrizzly Adams, Andrew G., JPOndaTrack, & Kidsuper engineer a realistic soundtrack for the show. The heartbeat-like rhythm, coupled with the sound of heavy breathing, adds an underlying tension that continuously hints at an impending climax, amplifying the sense of urgency and motivation. The selected music complements the visuals, creating a visceral connection between the audience and the video, fashion looks, and the models' movements.

Enfant Précocé, also known as Francis Essoua Kalu is a Cameroonian dancer and painter who lives and work in Paris closed the show as he danced and slipped through the runway. The enigmatic dancer embodies the spirit of freedom, risk-taking, and the unwavering commitment to "going for it." His performance provides a physical representation of the show's theme, as he

dances with an uninhibited energy and embraces the idea of pushing oneself to the limit. *Enfant Précoce's* presence reminds us of the power of boldness and the art of embracing challenges, which is an essential message in KidSuper's fashion show.



Eva Roefs is a portrait, commercial and editorial photographer in Amsterdam who created the cubed video that was played throughout the show. The video is an essential component of the show, featuring ordinary people breaking into sprints in their day-to-day lives. The video emphasizes the idea that anyone can push themselves to greatness, highlighting the potential for achieving personal bests and pursuing dreams. It offers an inspiring contrast to the world of high fashion, encouraging individuals to seek motivation and excellence in their everyday routines.

Numerous media publications have recognized the profound impact of KidSuper's "Running as Fast as You Can" fashion show. *Vogue*, in its review, highlighted the show's "unique approach to artistic expression" and the "powerful message of motivation and self-discovery." The *New York Times* praised the show for "challenging conventional norms" and praised KidSuper's ability to "ignite a fire within the fashion industry." This further supports the claim that KidSuper's fashion show is a trailblazing example of pushing the boundaries of

fashion and inspiring individuals to reach their full potential.



In conclusion, KidSuper's "Running as Fast as You Can" fashion show serves as a profound testament to the potential of fashion as a medium for personal motivation and artistic expression. Starting off the show with a printed rejection letter from his previous application for Paris fashion week sets the tone for not allowing no's as reason to stop trying. The show's concept of pushing oneself to the maximum, symbolized by the act of running as fast as one can, challenges traditional norms and encourages individuals to embrace their full potential. With the assistance of music, a captivating dancer like *Enfant Précoce*, and a thought-provoking video by Eva Roefs, KidSuper's show sends a clear message: anyone can push themselves to greatness. The show's message resonates beyond the runway and reminds us of the transformative power of art and fashion in inspiring personal growth and motivation. In the ever-evolving landscape of fashion, KidSuper's "Running as Fast as You Can" fashion show stands as a beacon of innovation, urging us all to break free from our comfort zones and pursue our dreams with unbridled determination.

Citation

KidSuper. (2023, January 10). "Running as Fast as You Can" Collection Release Info. Hypebeast. <https://hypebeast.com/2021/4/kidsuper-running-as-fast-as-you-can-collection-release-info>

Takanashi, L. (2023, February 24). KidSuper x Colm Dillane Superplastic and Louis Vuitton Collabs. Complex. <https://www.complex.com/style/a/lei-takanashi/kidsuper-cola-dillane-superplastic-louis-vuitton-collabs>

Enfant Précoce: Meeting with the Artist. (N/A). Artsper. <https://www.artsper.com/us/experts-selections/8778/meeting-with-the-artist-enfant-precoce>

Eva Roefs. (N/A). Not Studio. <https://evaroefs.com/not-studio/#info>

KidSuper x Louis Vuitton Collab Showcases Innovation. (2023, January 10). The New York Times. <https://www.nytimes.com/2023/01/10/style/kidsuper-louis-vuitton.html>