

VISION OF SUPER

VISION OF SUPER

Feel the flame

visionofsuper.com

VOS GROUP

VISION OF SUPER
FEEL THE FLAME



PHOBIA
ARCHIVE



YES I AM



NYTR STAR



SOCIAL

+ 120K
INSTAGRAM

+ 2K
INFLUENCERS

+ 70K
TIK TOK

+ 10K
SOCIAL COVERAGE COLLABORATION

+ 3K
TELEGRAM

+ 30
TEAM

vision



**URBAN
SUBCULTURE
AVANT-GARDE
STREET
ROCK
PUNK**

VISION OF SUPER

is an Italian brand created by Dario Pozzi in 2018. It started with an innovative and visionary project, with the aim to mix the fashion, the urban subculture, the rock.

“I wanted a logo that could be super recognisable, that could be a mark of strength and elegance, and the flame has this characteristic. That’s why I have made it the symbol of my brand, and that’s how Vision of Super was born.” Dario Pozzi

A mixture of elements that turn into a tribute to the subcultures that unite music and fashion into a magical embrace, just like a hug shared under a stage. Vision of Super brings coolness into its universe by carrying values such as sharing, socializing, reaching new limits and it does that while always focusing on people.



ROCK 'N' ROLL

Music is an integral part of our universe.
Music serves as an additional tool for our team to express their creativity.



REEBOK

Collaboration

BEHIND *the* DESIGN



VISION OF SUPER
X
Reebok



SNEAKER VISION OF SUPER X REEBOK

500 pairs of Classic Leather Legacy come to life with the iconic flames. This is how the first sneaker, born from the synergy between Reebok and Vision of Super is created, united by the desire to wrap one of the brand's iconic must-have models in flames.

EASTPAK

Collaboration

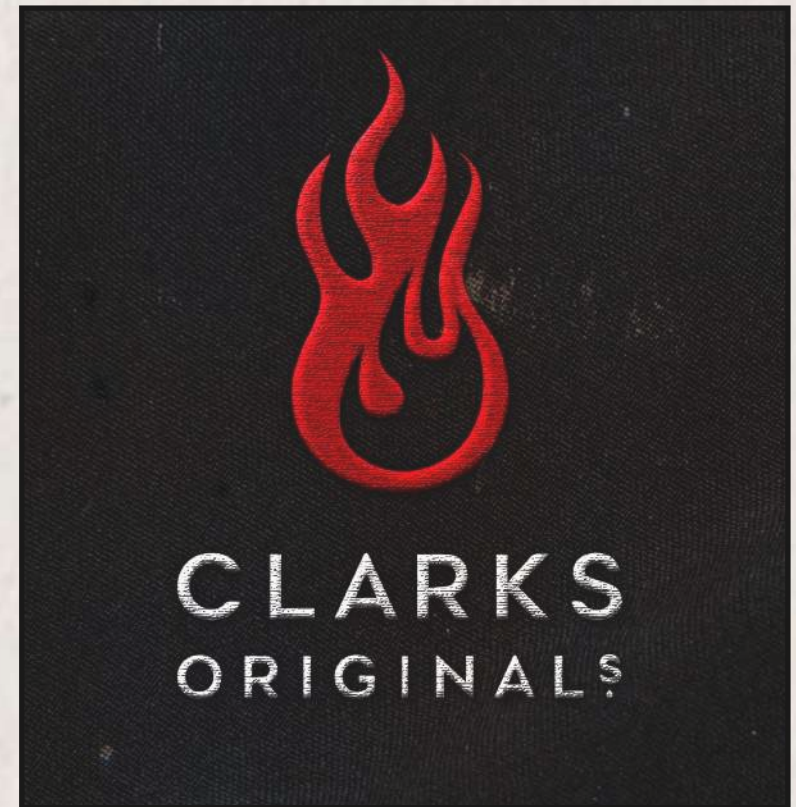
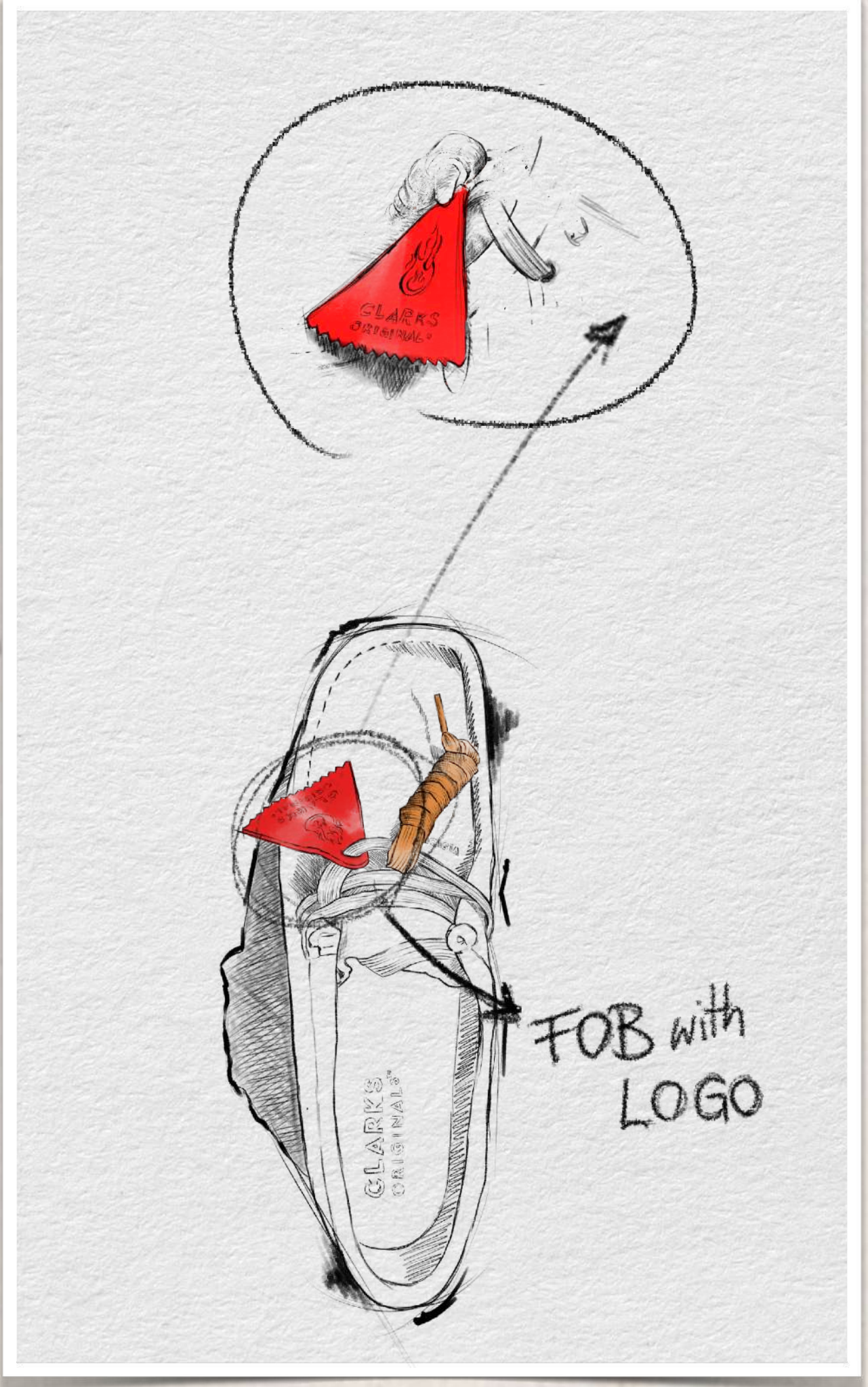


EASTPAK

The city: a constant source of inspiration for two brands that, despite their different histories, have much in common to tell. We collaborated with the iconic bag and luggage brand Eastpak, infusing our distinctive design into two timeless accessories that symbolize different generations: the Padded Pak'r backpack and the Benchmark pencil case, reimagining them in a punk-rock perspective.

CLARKS

Collaboration

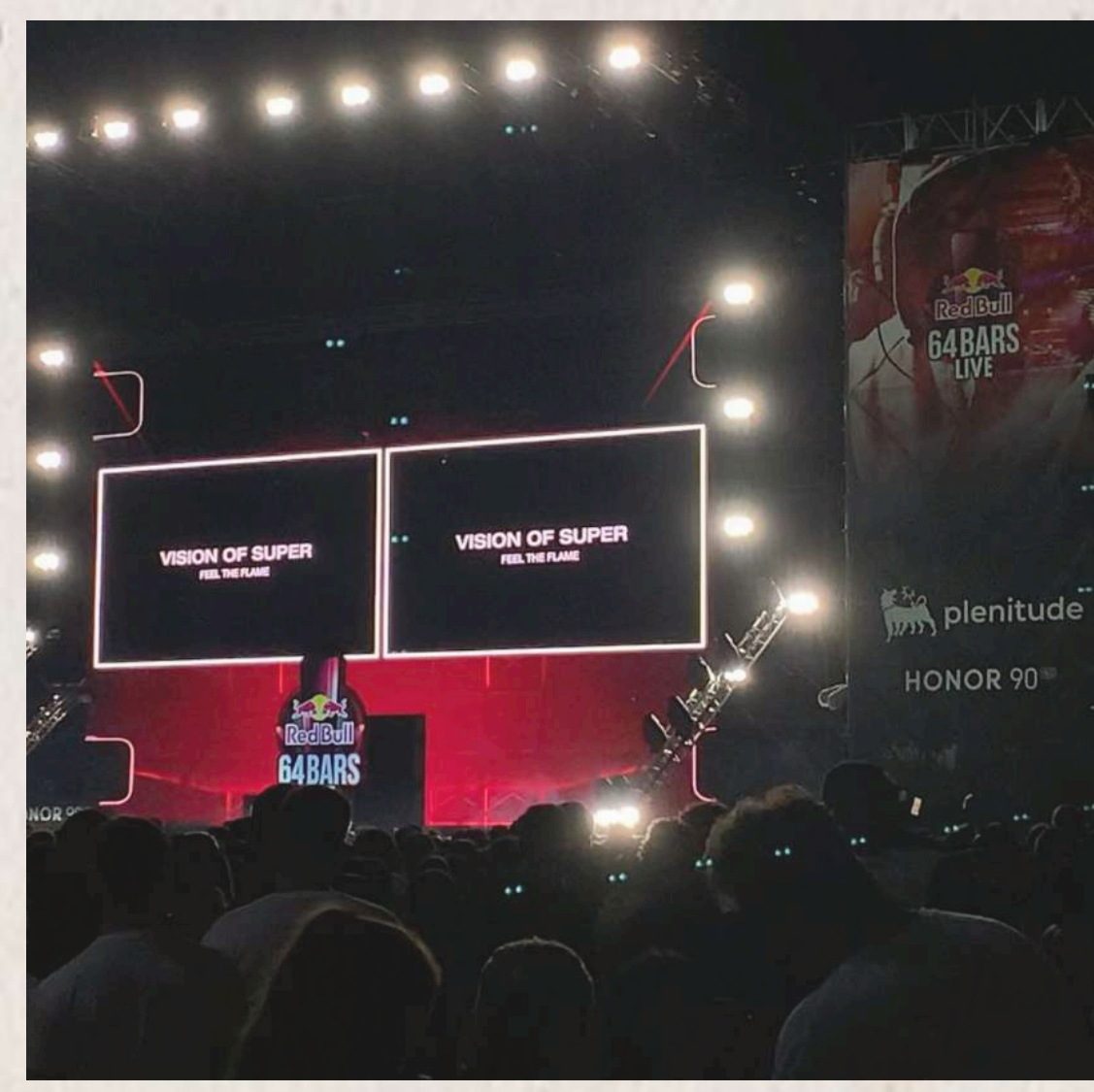
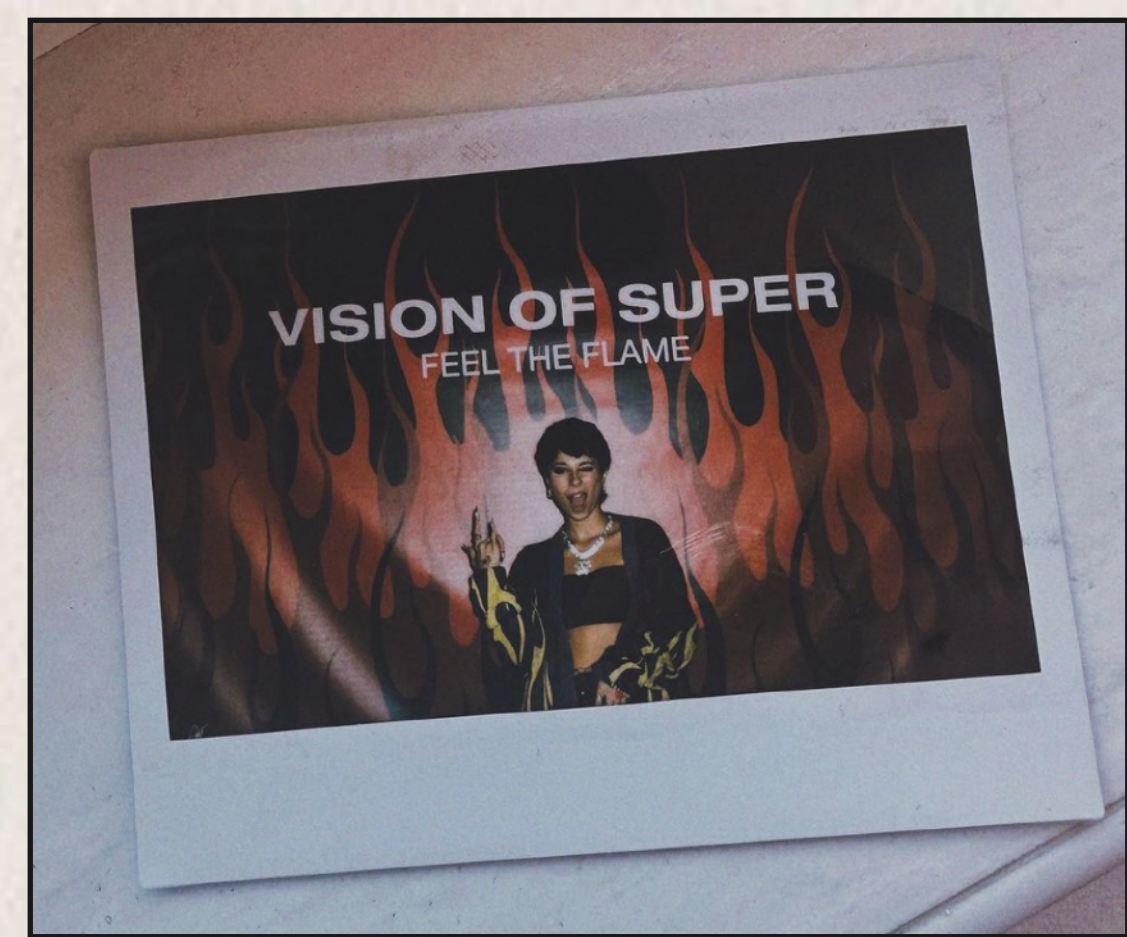


CLARKS

An unexpected encounter between Vision of Super and Clarks Originals, together giving life to a unique shoe where contemporary elements bring a touch of rock to a classic icon. The timeless Wallabee model, crafted in soft suede leather for maximum sophistication, becomes immediately recognizable with its moccasin construction and clean, simple lines.

REDBULL 64 BARS LIVE

Official merchandiser



REDBULL 64 BARS LIVE

The synergistic collaboration between Vision of Super and Red Bull Italy, which has been ongoing for a few years now, has materialized into projects such as Red Bull 64 Bars, which took place twice in Scampia. On this occasion, we created official merchandise, a stage presence, and engaging activities for the audience. The experience with Red Bull Italy continues to prove a winning strategy every year.

COLMAR

Collaboration



CAPSULE COLMAR

Another incredible collaboration designed in close collaboration with the Colmar team for over a year. The result is a series of unique garments made from high-quality, collectible materials dedicated to the Millennial universe.

HOTWHEELS

Collaboration



HOTWHEELS

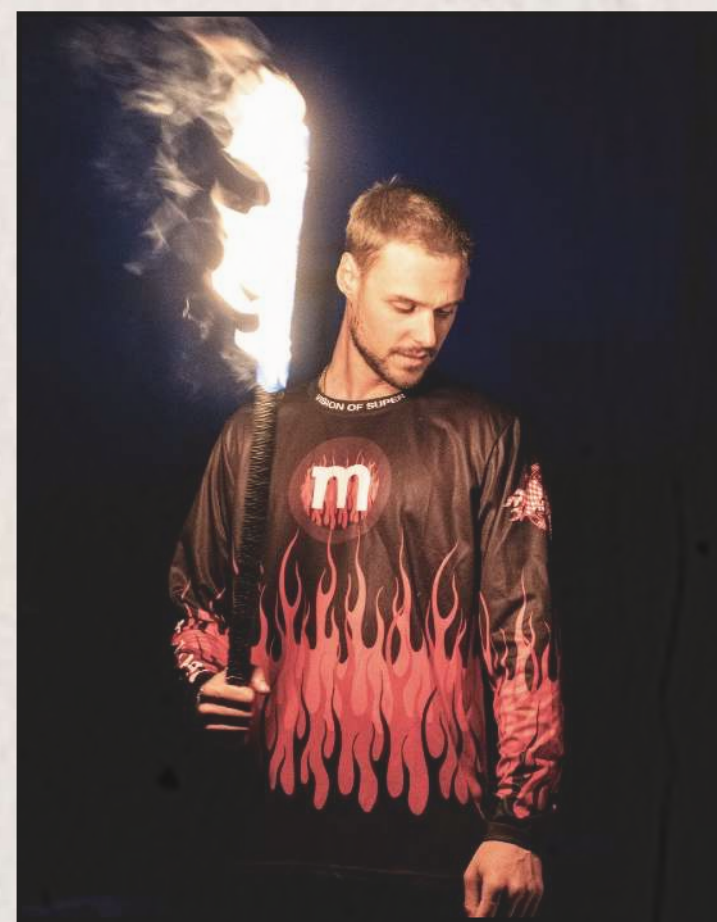
The Hot Wheels universe: flames and speed represent a perfect union to merge with our design. It was easy to envision a graphic that would be emblematic of the distinctive elements of both brands.



MOOSE KNUCKLES



NIO COCKTAILS



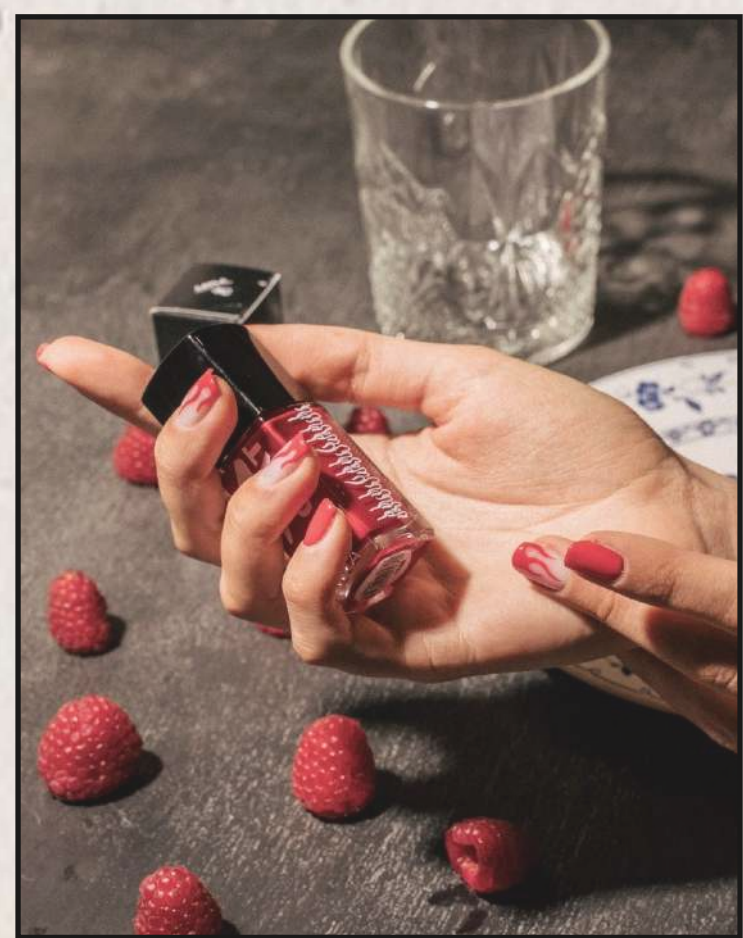
MOTTOLINO



CELLY



MILANO BIKE



LAYLA COSMETICS



KEBHOUSE



DREAMLAND

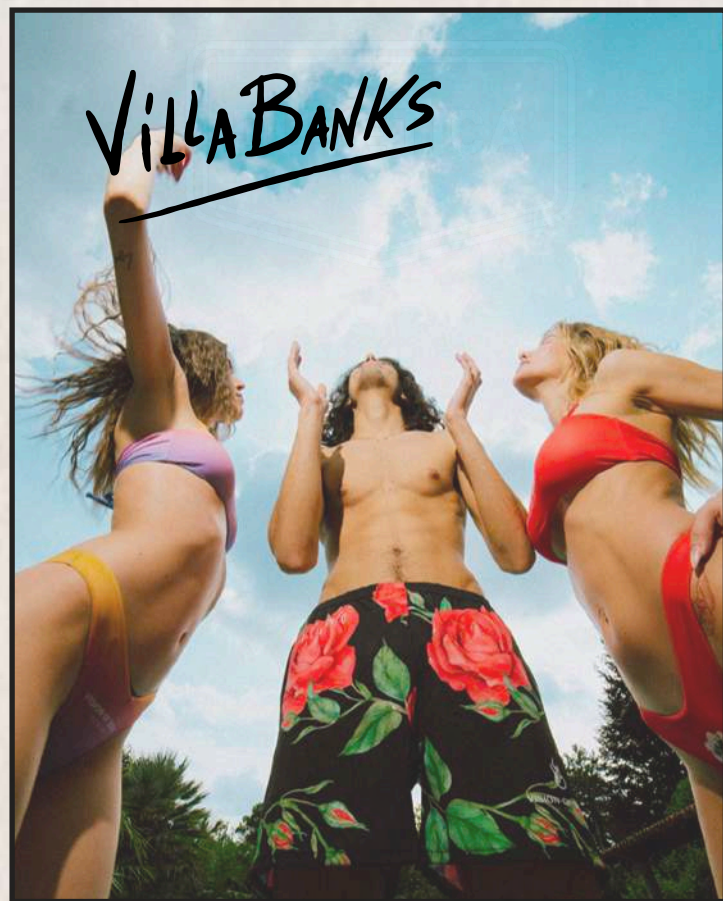


ROVAZZI



DUVETICA

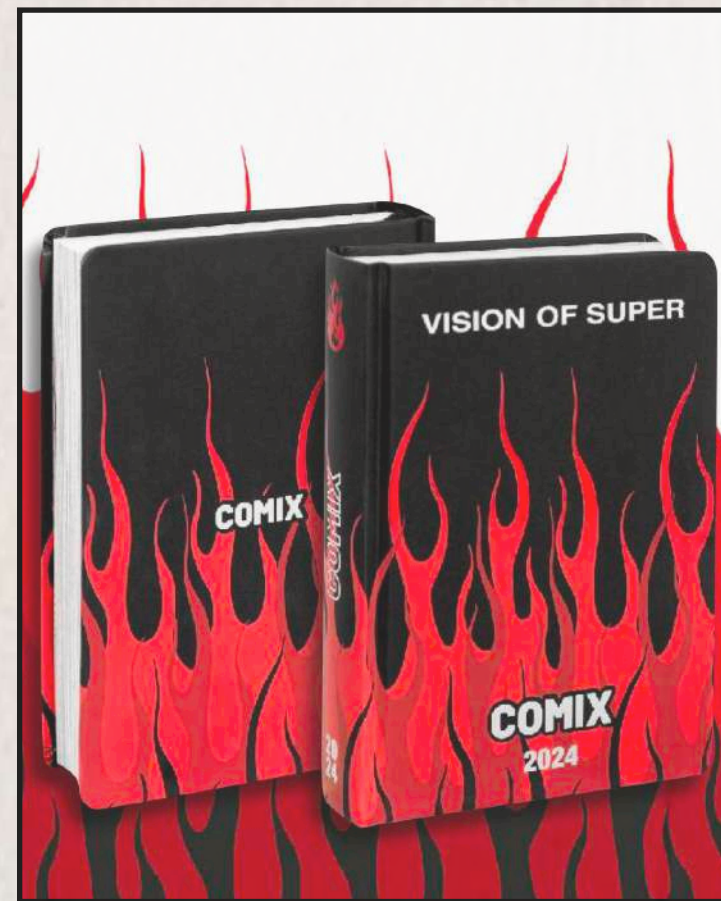
MARKETING COLLAB



VILLABANKS



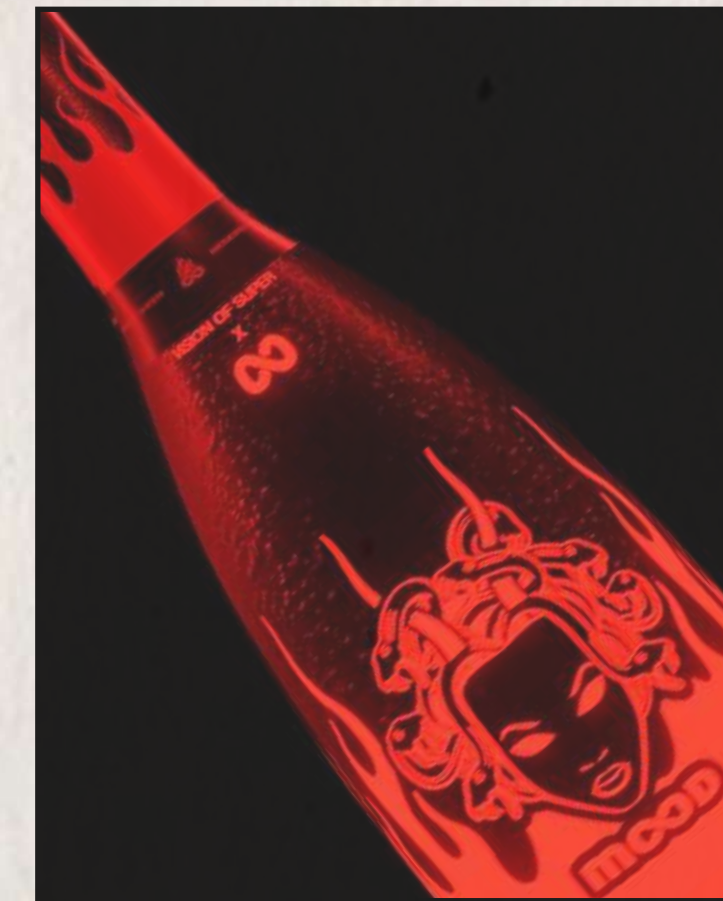
CONTROL



COMIX



AIRNESS



MOOD



BRIKO



NOVE25



KANGOL



LEGEND CAR

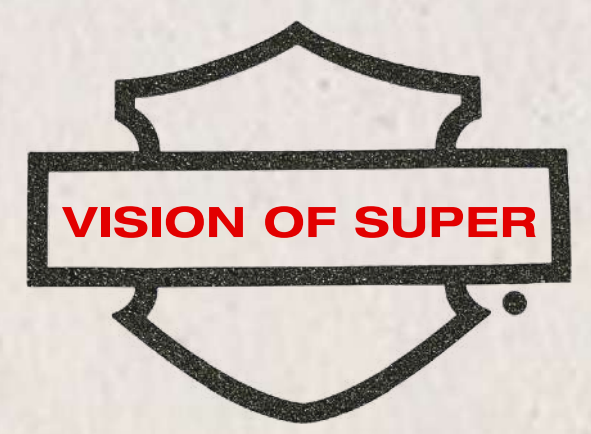


BOMBEER

MARKETING COLLAB

HARLEY DAVIDSON

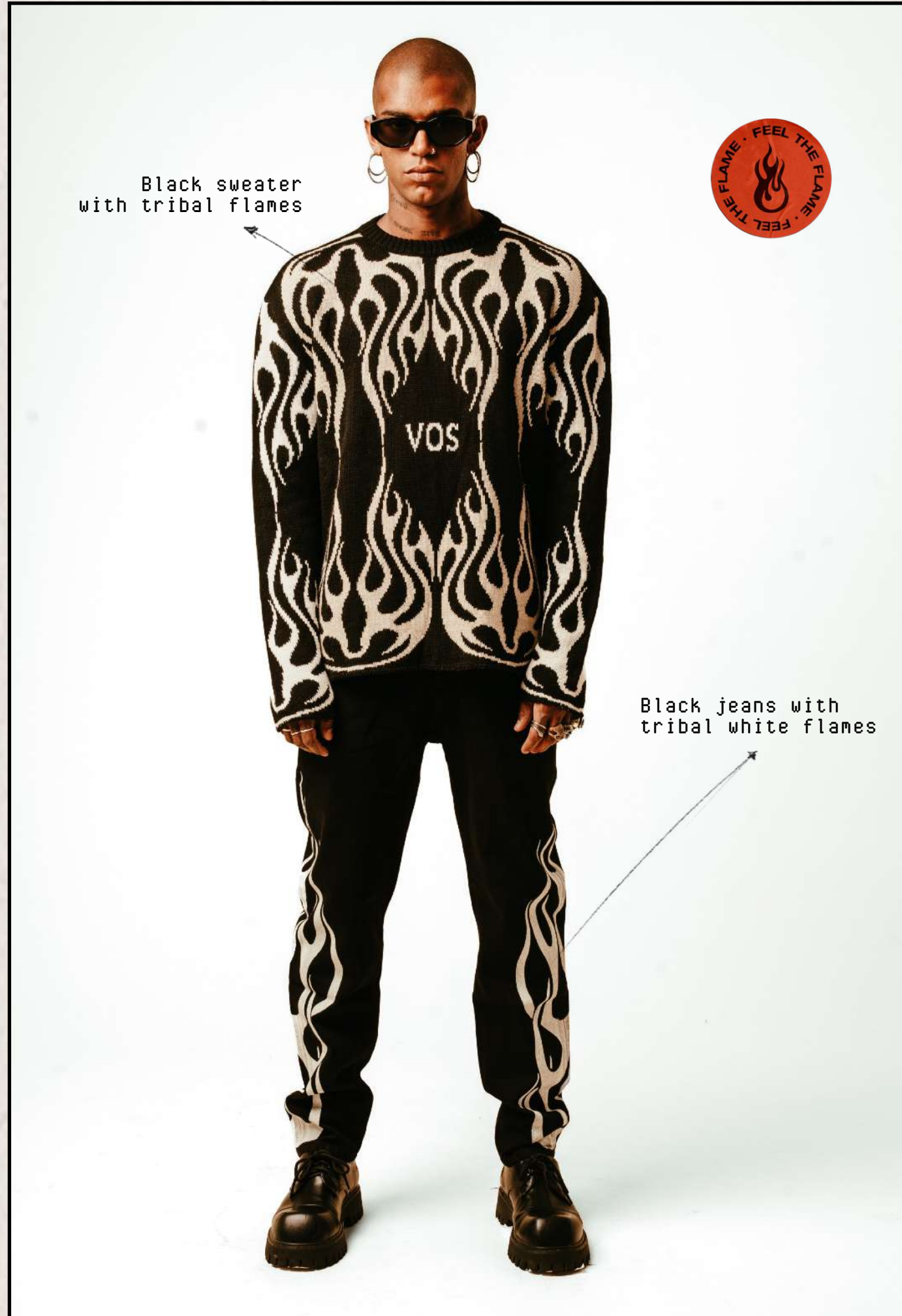
Coming soon



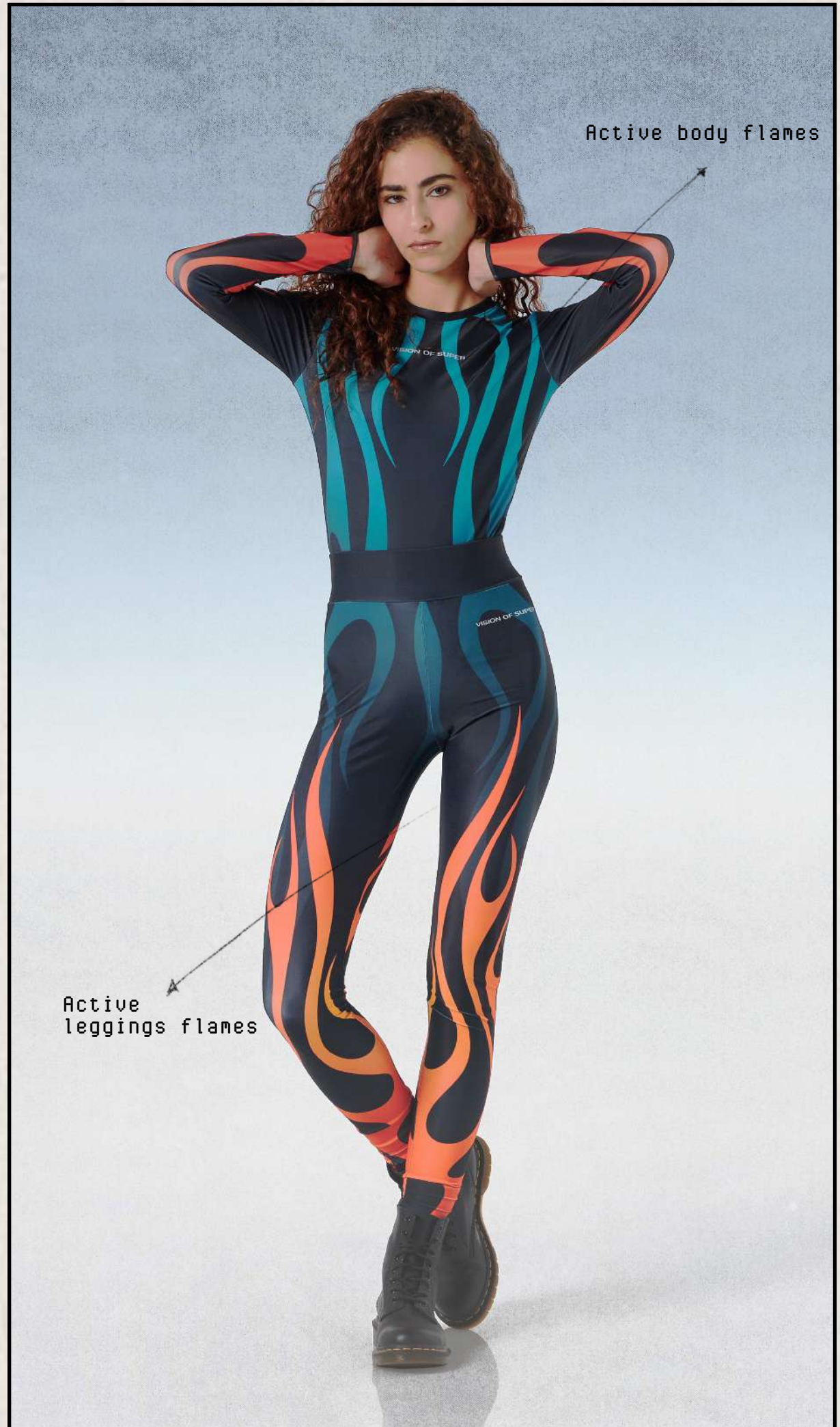
HARLEY DAVIDSON

A dream come true... the rock spirit and design of Vision of Super merge with the DNA of Harley Davidson. The iconic brand has chosen to cover its bikes with flames, creating an explosive blend.

MAIN COLLECTION FW 23/24



MAIN COLLECTION FW 23/24





SS24
WOMEN



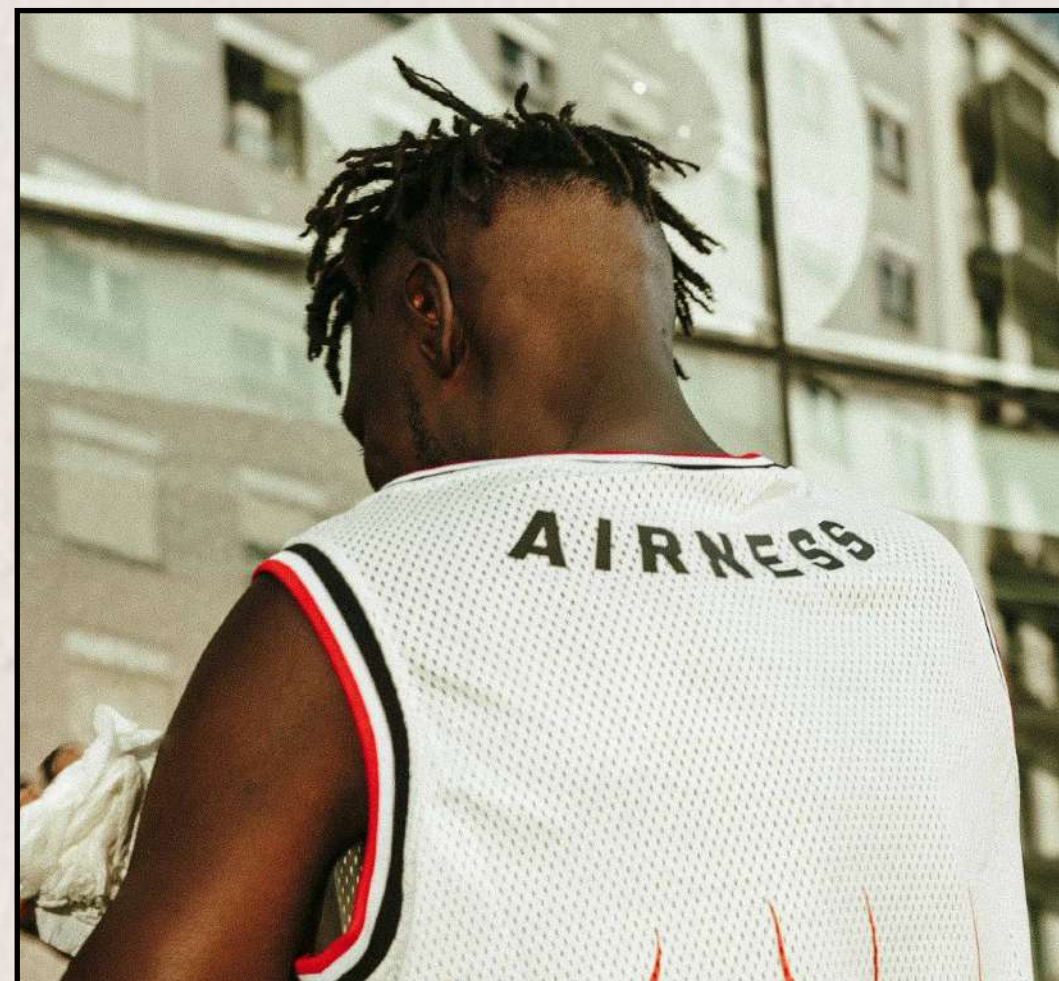
SS24
MEN



MAIN COLLECTION SS24

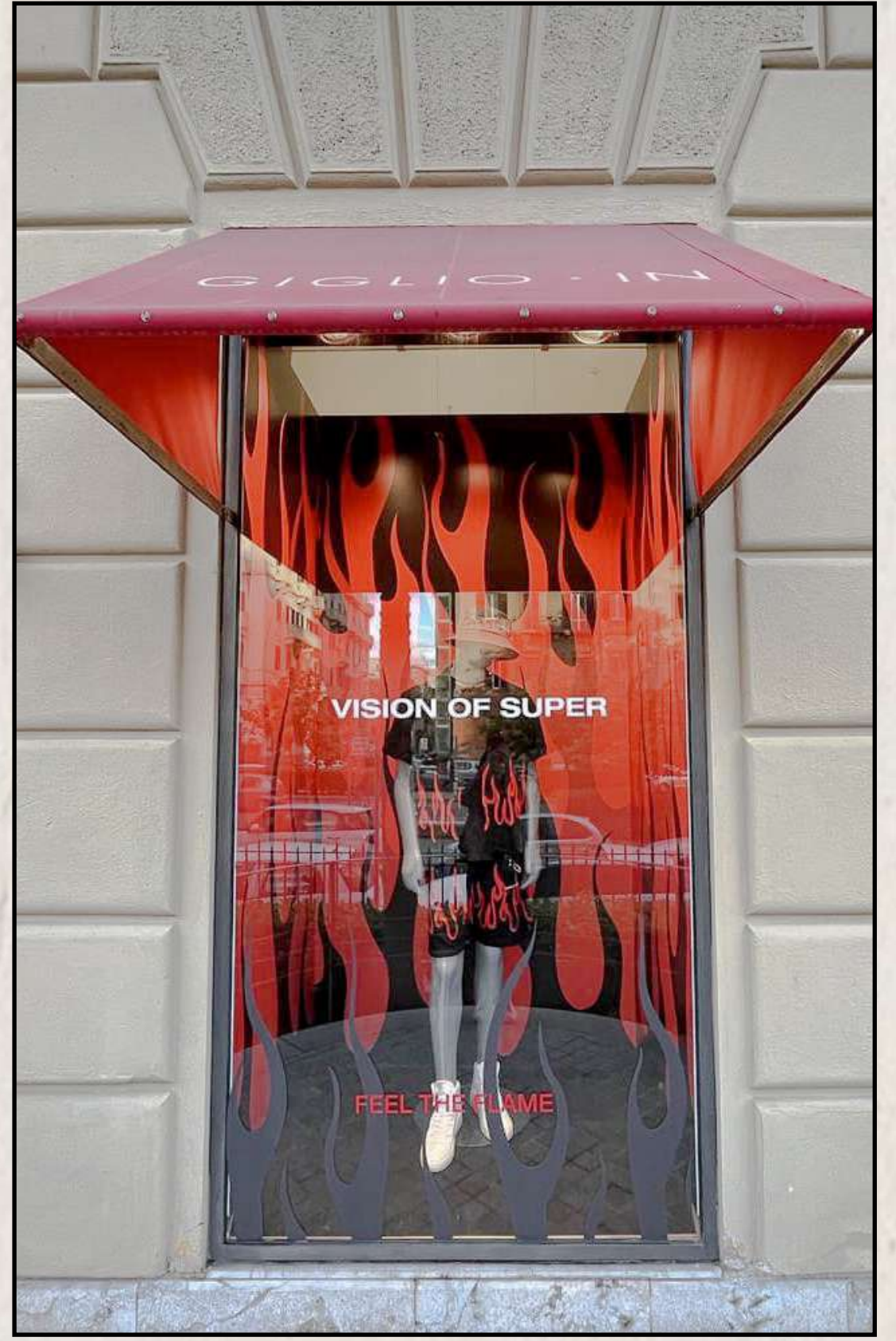
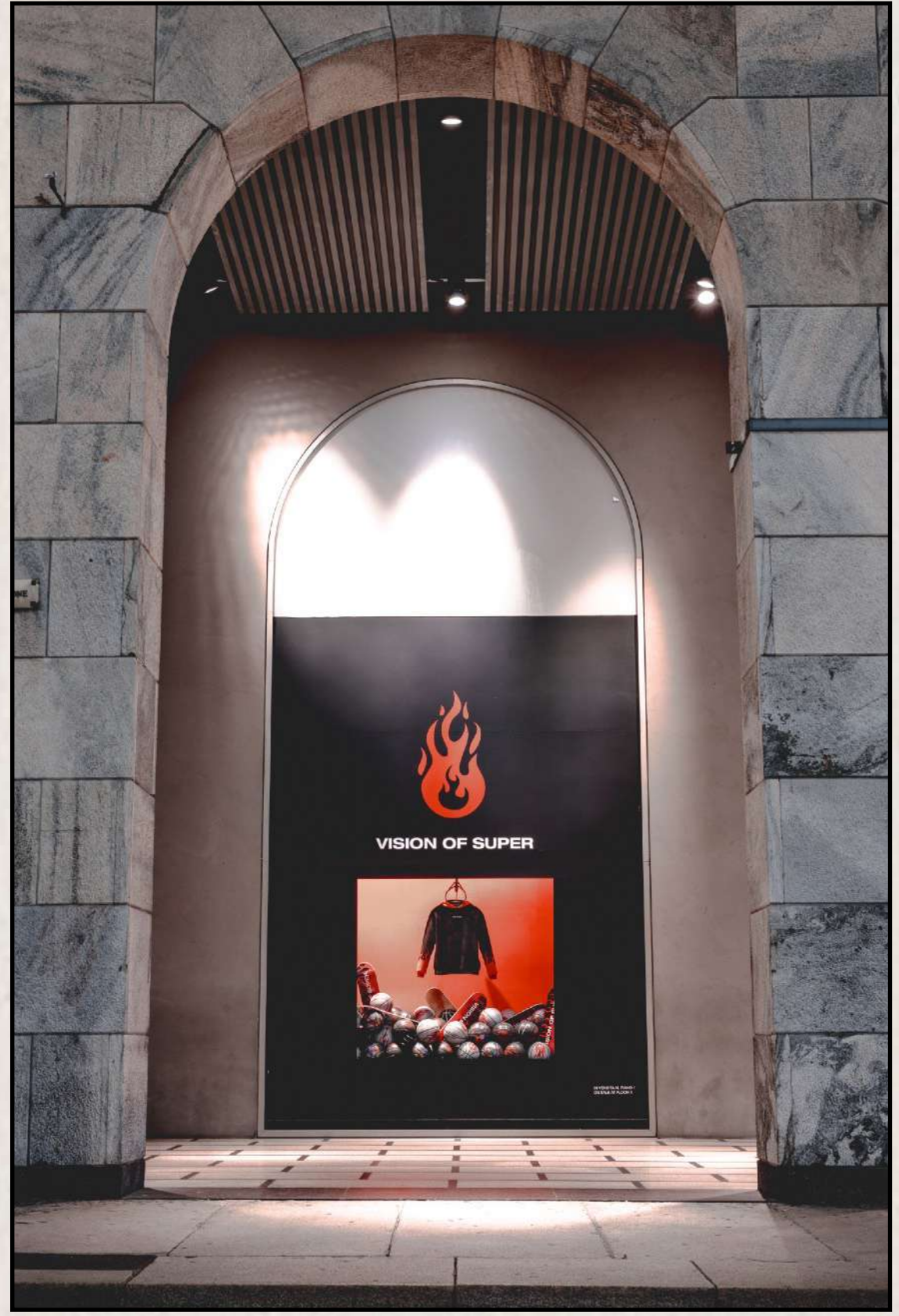


UNIFORM COLLECTION



SPORT COLLECTION

STORES & WINDOWS



RINASCENTE - TSUM - HARVEY NICHOLS - PRINTEMPS - ERAALDO - TESSABIT - TIMINIS
GALERIES LA FAYETTE - RUBAIYAT
and many others...

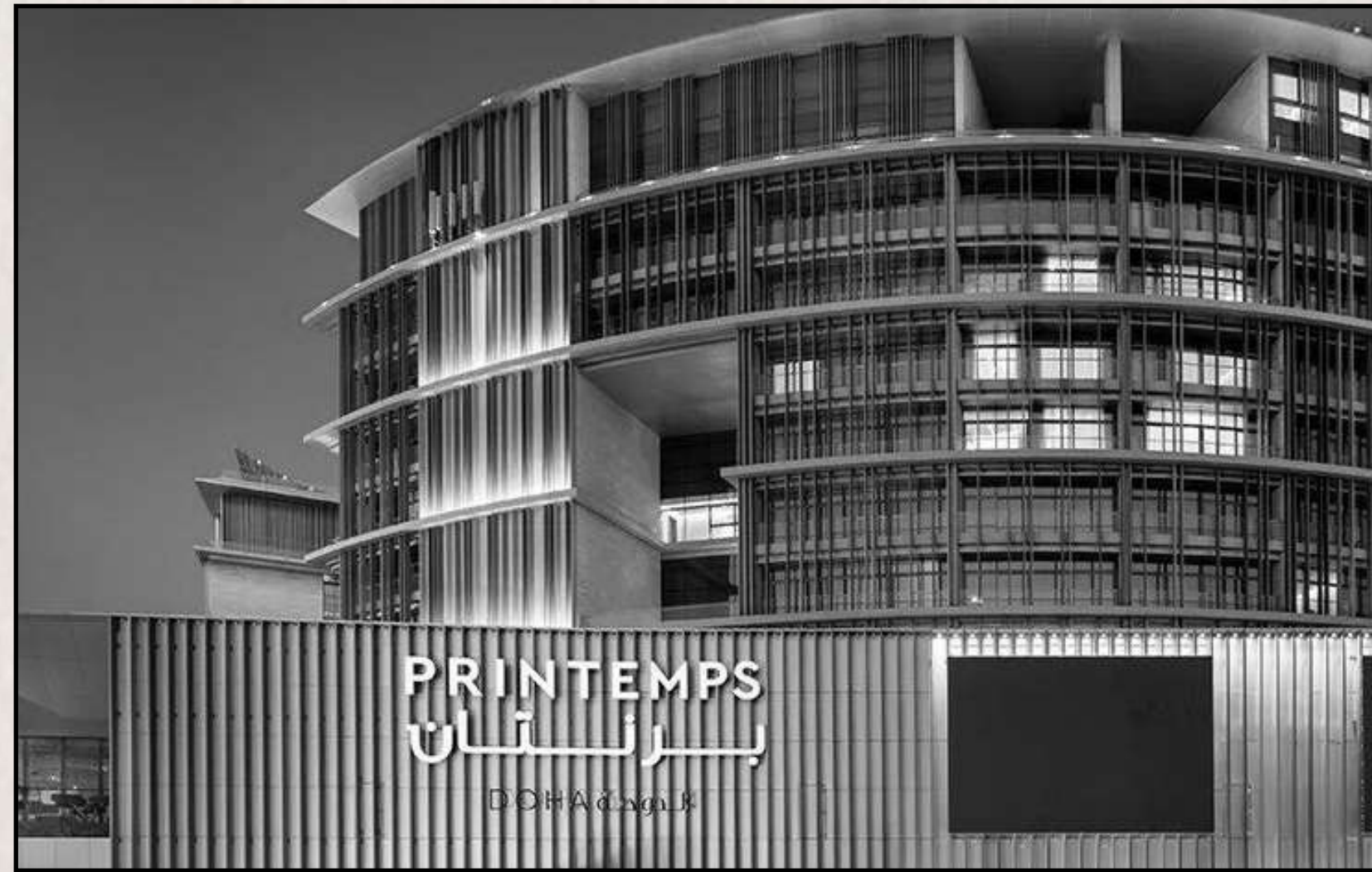
TSUM

Moscow



PRINTEMPS

Doha



GALERIES LAFAYETTE

Doha



TESSABIT

Como



LA RINASCENTE

Milan



ERALDO

Venice

STORES AROUND THE WORLD

PRESS

& media partner

NEW TALENTS

Moda Streetwear: Vision of Super

VOGUE ITALIA

FASHION BEAUTY NEWS FASHION SHOWS TALENTS PHOTOGRAPHY VOGUE

DI ALBERTO CALABRESE
14 MAGGIO 2020



COVER STORY

Rolling Stone ITALIA

MUSICA CINEMA & TV POLITICA CULTURE ALFREDO

VISION OF SUPER

BRANDED CONTENT

Vision of Super continua a infiammare il contemporary casual wear con la nuova collezione SS23

Il brand fondato nel 2018 da Dario Pozzi presenta le collezioni per la primavera estate: accanto alle iconiche fiamme c'è molto di più, a partire da stampe dall'anima rock che vi porteranno dritti sotto al palco della vostra band del cuore

DI ROLLING STONE

Rolling Stone ITALIA

MUSICA CINEMA & TV

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DI ROLLING STONE

VANITY FAIR 20 DI CAMBIAMENTO

People Show News Beauty & Health Fashion Lifestyle Food & Travel Next Video

Reebok e Vision of Super

La sneaker che nasce dalla sinergia tra Reebok e Vision of Super è una limited edition di 500 paia. Così la Classic Leather Legacy di Reebok, reinventata dal brand italiano, si caratterizza per la tomaia bianca in textile con rivestimenti in pelle nera, l'avampiede in mesh trasparente e il tallone decorato da fiamme rosse. Infine i lacci sono intercambiabili, nei tre colori bianco, rosso e blu. Disponibili dal 30 gennaio.

Più info

MANINTOWN MAG

AMBANCO, LA POLIEDRICITÀ COME CIFRA ATTORIALE (E ARTISTICA) FAB 5, I CINQUE PILL

UNDERGROUND 2.0 BY VISION OF SUPER

16 NOVEMBRE 2020 by ANGELO RUGGERI

Editorials Style

Il marchio di streetwear Made In Italy svela la nuova collezione autunno-inverno 2020/21 con uno shooting fotografico in anteprima per Man In Town.

Uno shooting hype & cool, realizzato in luoghi segreti della città. La luce del tramonto illumina i tre modelli che sfoggiano look provenienti dalla collezione autunno-inverno 2020/21 di Vision of Super. Il marchio Made In Italy fondato da Dario Pozzi propone capi e accessori streetwear con un twist

NSS MAGAZINE

La nuova collezione Colmar A.G.E. x Vision of Super

Con un lookbook scattato dagli studenti dell'Istituto Marangoni

Fashion 21 Settembre 2020
Autore nss staff

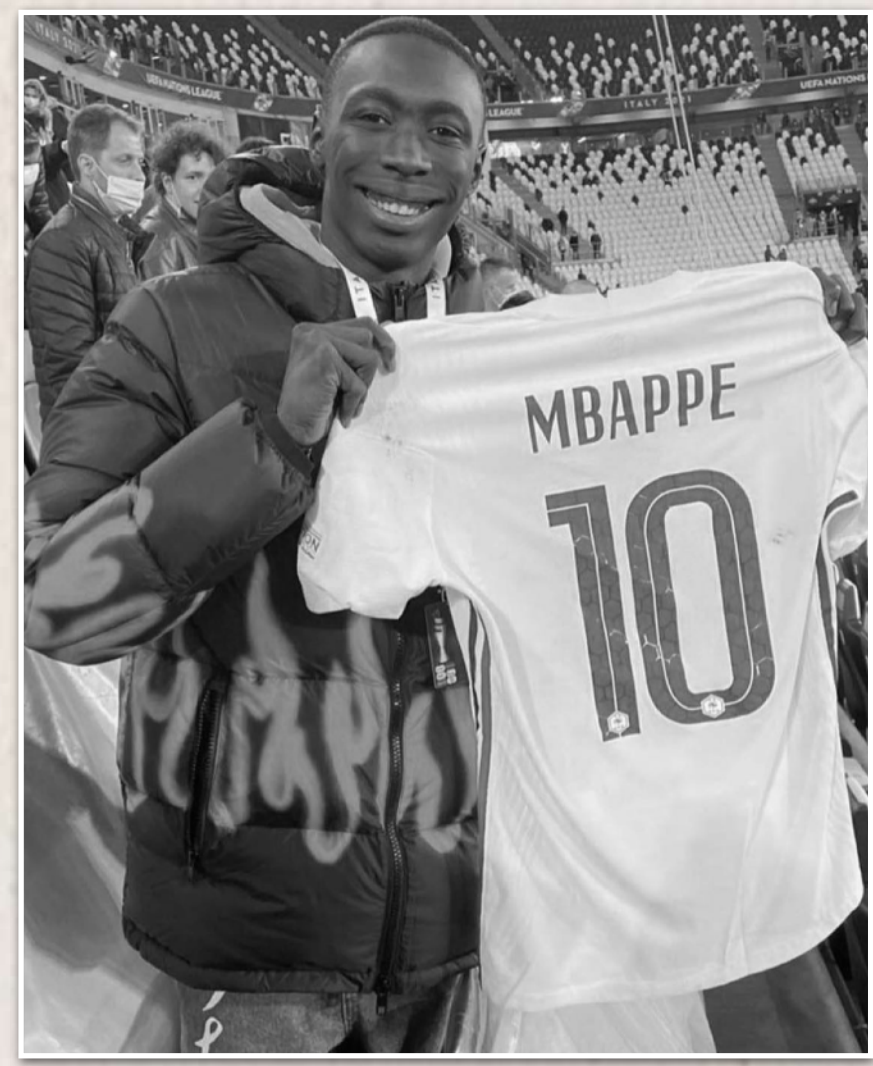
Colmar e Vision of Super, lo streetwear brand fondato nel 2018 da Dario Pozzi, hanno presentato oggi la loro capsule unisex di capi pronti per la stagione autunnale. Per l'occasione, i due brand hanno realizzato un progetto fotografico digitale in collaborazione con Istituto Marangoni Milano i cui studenti hanno firmato il lookbook della collezione.

ScuolaZOO

W WEBBOH

jc INDIETALY

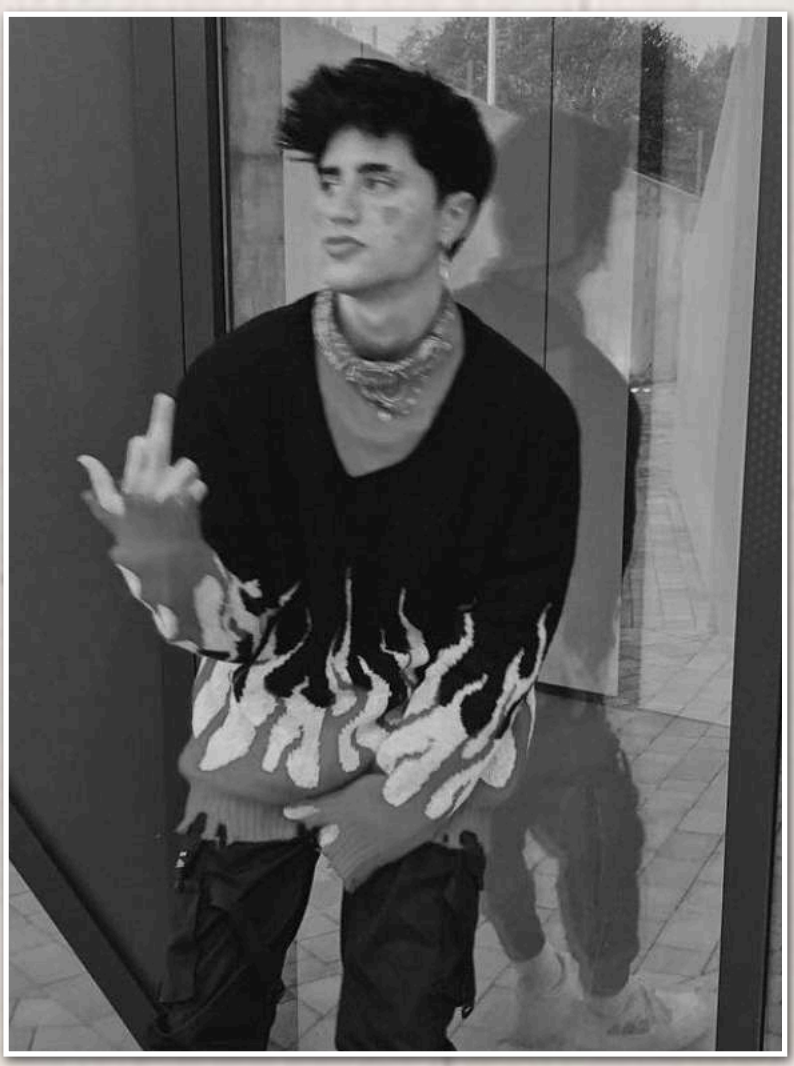
MANY ARTISTS, MUSICIANS, INFLUENCERS AND CELEBRITIES WEAR VISION OF SUPER



KHABY00
59,8 MLN



NCT
15,8 MLN



EMILIO MARTINEZ
20,1 MLN



RAUW ALEJANDRO
18,9 MLN



SFERA EBBASTA
4,5 MLN



RAJON RONDO
1,3MLN



SCH
2 MLN



ELETTRA LAMBORGHINI
7,2 MLN



CYRUSDOBRE
1,7 MLN



JUSTBOGGI
1,6 MLN



EZOWH
1MLN



DAMANTE
1,6 MLN



THEREALGUE
2MLN

AND MANY OTHERS ALL OVER THE WORLD

CONTATTI

visionofsuper.com

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vm.tiktok.com/@visionofsuper

t.me/visionofsuper

facebook.com/visionofsuper/

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