

APPAREL AND ACCESSORIES

Canada Goose, NBA announce capsule release with KidSuper

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Four limited-edition pieces define the adventure-driven drop launching on Feb. 8, 2024. Image credit: Canada Goose

By LUXURY DAILY NEWS SERVICE

Outdoor clothing company Canada Goose's latest collection features a sporty twist.

As part of a multiyear partnership with the National Basketball Association (NBA), it now promotes a new capsule collaboration with Brooklyn-based fashion brand KidSuper launching Feb. 8, 2024. Four limited-edition pieces define the adventure-driven drop as Canadian basketball player Shai Gilgeous-Alexander stars in an accompanying campaign, marking his first action as a newly appointed Canada Goose ambassador.

"The NBA, and many of its players, have become purveyors of taste and style," said Dani Reiss, chairman and CEO of **Canada Goose**, in a statement.

"Shai, our newest global brand ambassador, is at the top of his game across every facet of performance, style, and culture much like Canada Goose has been for more than 65 years," Mr. Reiss said. "Colm's designs for the Canada Goose & NBA collection with KidSuper perfectly capture the connection between culture and community the NBA is known for, infused with Canada Goose's iconic performance luxury DNA."

All-star threads

Founded by American artist Colm Dillane, KidSuper slots in at Canada Goose as the fashion label's NBA partnership enters its fourth year. The campaign at the center of the pair's work, entitled "Play in the Open," is getting a refresh.

Guided by Mr. Gilgeous-Alexander, Mr. Dillane ventures into a mountainous territory, showcasing his collection alongside an "eclectic cast" in a video directed by Jamie Webster, a filmmaker and creative director from Ontario.



Image credit: Canada Goose

The crew wear selections including the Reversible Fleece Jacket for KidSuper, fabricated using Multi Pile Fleece made with 64 percent semi-recycled wool, 30 percent polyester and 5 percent nylon, each semi-recycled.

The Reversible Vest for KidSuper comes in two colorways: Purple Crowd, an abstraction created from images of excited fans within a stadium, and Landscape, a design evoking snowy mountain peaks and frozen waters. The latter exemplifies Canada Goose's ethos, "Live in the Open."

The capsule's Crofton Puffer for KidSuper comes in the same colorways as the vest, adding an attached hood and two-way zipper. Like its reversible counterpart, the puffer uses Feather-Light Ripstop fabric, made with 100 percent recycled nylon.

A double-layered beanie, Jacquard Toque for KidSuper, rounds out the assortment. According to Canada Goose, the collaboration debuted at the KidSuper men's fall/winter 2024 show, which explored fashion against the intersection of sports and culture.



Mr. Dillane's designs feature both neutral tones and bold statements. Image credit: Canada Goose

Its release arrives in light of the NBA All-Star Game, taking place on Feb. 18, 2024. Mr. Gilgeous-Alexander will be participating for the second year in a row.

One of the biggest rising stars in the basketball league, the athlete has been lauded for his actions on and off the court, and was named GQ's "Most Stylish Man of the Year" in 2022.

"I approach life as an adventure, every single day and I'm constantly inspired by communities with a distinct culture at their heart whether in fashion, art, sport or music," said Mr. Dillane, in a statement.

"It's been a real collaborative partnership with Canada Goose, pushing the boundaries of art and design to create a truly original collection that brings together fun and functionality."

Get ready, KidSuper x Canada Goose x NBA dropping February 8th. [#PlayInTheOpen](#)

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Canada Goose (@canadagoose) [January 20, 2024](#)

In Indianapolis, Indiana, the project will be available to view at the Canada Goose content studio at NBA Crossover, the league's premier immersive fan activation.

The Canada Goose & NBA Collection with KidSuper will reach the Indiana Convention Center from Feb. 16 - 18, 2024. Another top sporting event is also capturing luxury's attention at the moment.

This week, Swiss watchmaker Breitling released a limited-edition watch ahead of Super Bowl LVIII, in partnership with former professional quarterback Boomer Esiason ([see story](#)).

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