



SUPERDUPER

PARADE

A DECLARATION OF PRESENCE

FW 2026/27

WORK HARD
EVOLVE FREELY
CELEBRATE THE IMPERFECTIONS

PARADE IS NOT ABOUT
STANDING OUT, IT'S ABOUT
STANDING TOGETHER.



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/ˈleg.ə.si/ FROM something that is a part of your history or that remains from an earlier time.

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Committed to an ethical approach across all areas of our business.

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From the past ages to nowadays one the first needs when traveling with the hat is to have something easy to pack.



superduperhats.com

PARADE
A declaration
of presence

ART DIRECTION

ANGELO GUTTADAURO
MATTEO GIOLI
VERONICA CORNACCHINI

PHOTOGRAPHER

ANGELO GUTTADAURO

LOCATIONS

CAVEAU - MANIFATTURA TABACCHI

SUPERDUPER

Founded in Florence in 2011

SUPERDUPER grew out of a period of creative experimentation and a strong desire to make. This opened us up to a new territory waiting to be re-discovered – the world of hats. Within two years, the company was gaining industry recognition for our fresh take on an artisanal heritage. In 2013, the brand won the Who is on Next? Award in the Men's category, with a special mention in the Women's category. Today, SUPERDUPER has matured into a global brand that can be found around the world.

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**NEW FW2026/27
COLLECTION:**

PARADE

A DECLARATION OF PRESENCE



WORK HARD
EVOLVE FREELY
CELEBRATE THE IMPERFECTIONS



SUPERDUPER is proud to announce the launch of its FW2026/27 collection, PARADE. A bold reflection on unity, shared movement, and the power of collective expression in contemporary times.

Rooted in the idea of coming together, PARADE draws from the visual and cultural codes of parades, carnivals and demonstrations, where clothing becomes a symbol of belonging and presence. The collection reflects a world in motion, where different voices, backgrounds and traditions merge into a single, resonant rhythm.

"PARADE is about standing side by side," says Matteo, co-founder of SUPERDUPER. "It speaks about the importance of community and collective presence, especially in a moment where the world feels increasingly fragmented. We wanted to transform that sense of togetherness into strong graphics, expressive forms and a visual language that amplifies shared identity rather than individual voice."

COLLECTION HIGHLIGHTS:
 GRATEFUL - A WIDE-BRIMMED HAT MADE FROM LAMB FUR FELT, TEARDROP CROWN AND CURVED BRIM FOR AN ICONIC STYLE.

ROPED - GAUCHO FLAT CROWN HAT CRAFTED IN HARE FUR FELT, DEFINED BY A SUPER-WIDE BRIM AND DISTINCTIVE LACE DETAILS APPLIED ALONG THE EDGE. .

HANDCRAFTED IN SUPERDUPER'S FLORENTINE ATELIER USING TRADITIONAL MILLINERY TECHNIQUES, EACH PIECE BLENDS CRAFTSMANSHIP WITH SPONTANEITY—SLOW-MADE FOR FAST-LIVING SOULS. THE FALL/WINTER COLLECTION IS NOW AVAILABLE ONLINE AND IN SELECTED STOCKISTS WORLDWIDE.

SUPERDUPER HQ
 @Manifattura Tabacchi
 Via delle cascine 35,
 50144 Firenze

BODIES IN MOTION, VOICES UNITED

Parade was never meant to be decorative. Its origins lie in necessity, in the need to gather, to be visible, to exist together in public space. Long before becoming celebration, the parade was a tool: a way to occupy the streets, to transform movement into message, and to turn bodies into a collective voice. Throughout history, parades and carnivals have functioned as moments of cultural convergence, where marginalized identities could assert themselves beyond imposed structures. They were built from the ground up, shaped by communities rather than institutions. Music, dress, symbols and repetition became languages through which stories were preserved, amplified, and passed forward. Participation was not optional, it was the point. In cities shaped by migration and cultural layering, these gatherings evolved into powerful sites of exchange. Different traditions collided, overlapped, and redefined one another, generating new forms of expression rooted in shared experience rather than uniformity. What emerged was not harmony, but a productive tension, a visual and social rhythm created by difference moving together.

Parade draws from this legacy of collective action and cultural resilience. It looks at moments when celebration and confrontation coexisted, when joy and unrest occupied the same streets. These gatherings were not detached from political reality; they responded directly to it. They turned movement into resistance, sound into amplification, and presence into protest.

That same impulse resonates today. In a world once again marked by conflict, polarization and global instability, the act of coming together regains urgency. Modern protests echo historical parades in both form and intent, crowds advancing, symbols raised, voices multiplied. The street becomes a shared stage where individual concerns merge into a common demand for recognition and change. PARADE channels this spirit not as nostalgia, but as continuity. It acknowledges the past while speaking to the present, translating collective memory into contemporary form. It reminds us that unity is not passive, and that movement, physical, cultural, social, remains one of the most powerful tools we have.

To walk together has always been a statement. And today, more than ever, it still is.



ONE, TWO, THREE, FOUR
 WHITE RIOT, I WANNA RIOT
 WHITE RIOT, A RIOT OF MY OWN
 WHITE RIOT, I WANNA RIOT
 WHITE RIOT, A RIOT OF MY OWN



Black man got a lotta problems
 But they don't mind throwin' a brick
 White people go to school
 Where they teach you how to be thick
 And everybody's doin'
 Just what they're told to
 And nobody wants
 To go to jail
 White riot, I wanna riot
 White riot, a riot of my own
 White riot, I wanna riot
 White riot, a riot of my own
 Hey, you, standing in line
 Are we gonna sign an agreement?

White riot, I wanna riot
 White riot, a riot of my own
 White riot, I wanna riot
 White riot, a riot of my own



WEAR THE COLLECTIVE:

#PARADE

**UNITY LOOKS STRONGER
WHEN IT'S SHARED.**

It was a moment when the streets became a language, and walking together meant being heard.





MORE THAN A VISUAL LANGUAGE, IT IS A COLLECTIVE GESTURE,
SHAPED BY MOVEMENT, PROXIMITY, AND SHARED IDENTITY.



TRUE BELIEVERS



DESTINO: one of the iconic style of SUPERDUPER

Culture as Movement, Not Commodity

What turns a cultural moment into a movement is intent. PARADE draws from moments in which music, style and the street merged into a single language, not designed for mass appeal, but born from urgency and shared experience. These were expressions that refused to be polished or neutral, choosing instead to remain raw, direct and participatory. In those moments, culture was not consumed from a distance. It was lived. Sound systems, marches and gatherings transformed public space into a platform where identities met and influenced one another. What mattered was not perfection, but presence. Not spectacle, but involvement. Being there meant taking part. PARADE reflects this approach through forms and symbols that feel active rather than static. Each piece is conceived as part of a wider visual chorus, echoing the idea that style gains meaning when it moves with others, when it exists within a crowd rather than apart from it.

A Legacy That Still Resonates

The legacy of those moments is not confined to history. It continues to surface wherever cultures intersect and collective voices rise. The exchange between punk urgency and Caribbean rhythm reshaped not only music, but the way communities expressed solidarity across difference. It proved that cultural dialogue could become a force for unity rather than division. Today, the same energy returns in new forms. Protests, parades and public assemblies once again reclaim the street as a space of expression and resistance. PARADE acknowledges this continuity, translating it into a contemporary visual language that speaks of resilience, proximity and shared direction. Because collectivity is never inherited, it is practiced. And every generation must decide whether to walk alone, or together.



The past didn't offer solutions — it opened doors. It taught us that unity is an action, not a slogan, and that change begins when we choose to move together.



Our time, like others before it, is marked by a turning point. Across cultures and geographies, a growing sense of urgency pushes communities to reclaim public space as a site of dialogue and resistance. What unites these movements is not a single demand, but a shared refusal to remain passive. PARADE draws from this collective impulse. It reflects a moment when gathering is once again meaningful, when standing together becomes a way to oppose isolation, fear and indifference. Because every era is defined by the choices it makes in the street. And today, choosing to gather is choosing to care.

Questioning the System

As global tensions rise, another form of resistance resurfaces: collective presence. Across cities and borders, people return to the streets, not as isolated voices, but as bodies moving together. What is being questioned is not only conflict itself, but the structures that normalize it, sustain it, and ask silence in return. These gatherings are not abstract gestures. They are physical, visible, impossible to ignore. Banners lifted, voices amplified, symbols repeated until they become shared language. The street once again turns into a space where power is challenged not through distance, but through proximity. This is not noise without direction, it is intention made visible. A refusal to accept fragmentation as the only response to violence. From marches to parades, from protests to spontaneous assemblies, the message is consistent: neutrality is no longer enough. To gather is to choose a side.

Shared Voices, Shared Responsibility

Collectivity today extends beyond politics, it becomes personal. Identity, expression and belief intersect in public space, reshaping how communities define themselves. Culture plays a crucial role in this process, offering symbols, rhythms and visual codes that help individuals recognize one another within the crowd. Style, music and movement merge into a single gesture. What emerges is not uniformity, but alignment, a temporary yet powerful agreement to walk together, to be present together, to be accountable together. In these moments, expression becomes action, and visibility becomes responsibility.



The travel section consists of four models: Hobo, Crazy Horse, Flower Picker and Roller. Designed for travel, they are a refuge from the cold and travel companions that is easy to carry.



TRAVEL DIARY

"I travel not to go anywhere, but to go. I travel for travel's sake. The great affair is to move." - Robert Louis Stevenson



HOBO: FROM THE PAST AGES TO NOWADAYS ONE OF THE FIRST NEEDS WHEN TRAVELING WITH THE HAT IS TO HAVE SOMETHING EASY TO PACK. THAT'S HOW THE HOBO HAT WAS BORN NINE YEARS AGO. A BALANCED MIX BETWEEN A TOM WAITS SONG AND AN UNMADE BED. CRUSHED, CRUSHABLE, WITH A SMALL BRIM TRILBY.



HOBBO BOX

Reimagined to perfectly carry and protect your hat while offering a compelling story to tell. It narrates the origins and significance of the Hobbo, embodying the spirit of adventure and travel.

FLOWER PICKER



PHOTOGRAPHY BY ANGELO GUTTADAURO



CRAZY HORSE

CRAZY HORSE IS THE
EVOLUTION OF HOBO HAT.
WIDE BRIM, CRASHED CROWN.
EASY TO FOLD, SO YOU NEVER
SEPARATE FROM IT.



EARTHPIECE™

We stitch an earthpiece™ into every hat we make. These tiny works of art are small certified chips responsibly sourced from some of the most beautiful places around the world. Unique, just like our hats themselves, these stones ensure the authenticity of each SUPERDUPER creation, symbolising the connection of who wears them to nature. The stone is our signature. It embodies the SUPERDUPER soul and spirit. And, it guarantees that the hat you have in your hands is an authentic SUPERDUPER creation.

TURQUOISE: spiritual clarity and creativity

UNAKITE: grounding and nurturing

RED JASPER: empowerment and endurance

RHODOCHROSITE: embracing love and healing

LAPIS LAZULI: wisdom and inner vision

MALACHITE: transformation, protection, growth

PAESINA: connection with nature



MAKING MANIFESTO

A photograph of a man and a woman in a close embrace, nearly kissing. The woman is on the left, wearing a white fedora hat and a patterned jacket. The man is on the right, wearing a tan fedora hat and a black leather motorcycle jacket. They are both looking towards each other. The background is a plain, light-colored wall.

FIRENZE

SUPERDUPER is committed to an ethical approach across all areas of our business.

Driven by the belief that it takes time to do things right, we're constantly evolving towards a better future for all. Living a contemporary civic centre: creative, sustainable, and open to all. In June 2019 SuperDuper hats moved into Manifattura Tabacchi, the old Florence tobacco factory and re-shaped its existence by giving the opportunity to live the real artisan workshop vibes. A stable community of creatives and contemporary makers lives and works in Building 4 of the Manifattura Tabacchi inside ateliers and laboratories. The space, with an open-air courtyard equipped with a stage for live performances, and a green area with a bio-dynamic vegetable garden and children's garden gives a totally new, contemporary perception to the work of high hand artisans.



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