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October 8, 2019  
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### **Supreme to launch their fall/winter collection**

Supreme New York seasonal collection announcement for 2019-2020 fall and winter collection lookbook preview.

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FOR IMMEDIATE RELEASE (Event Release)

Las Vegas, Nevada (Oct. 8, 2019)- The day marked on every hypebeast's calendar is arriving. Supreme now delivers its Fall/Winter 2019 collection. The announcement of the weekly drop on Thursday morning returns with looks and accessories that exemplifies streetwear culture. The skateboarding and streetwear clothing brand opens a new season with collaborations and inspiration from South Asia, Lacoste, Honda and Fox Racing.

This year's collection will feature items from t-shirts, to leather jackets, button-ups and their iconic hoodies. The return of the box logo hoodie are set to come out and the biggest Supreme-heads are on high alert. This fall/winter season for Supreme lookbook has released their latest heat is up for grabs on release dates. Check out the lookbook for the collection to release in-stores at Supreme's NY, LA and European locations as well as online.

Online store address [supremenewyork.com](http://supremenewyork.com) and Supreme mobile application for smartphones and tablet devices available on iOS and Google Play. Check for drops every Thursday morning at 11 a.m. EST.

#### **About Supreme**

Supreme is an American skateboarding shop and streetwear clothing brand, founded in New York City in April 1994. The designer brand caters to skateboarding, youth culture and the hip-hop/pop culture scene. The brand counts 10 stores worldwide, in the US, UK, France, and Japan as well as a massive e-commerce network. Supreme doesn't sell its wares anywhere outside of its own stores or website creating its own hype through word of mouth. Supreme is an iconic streetwear label that has gone on to amass a cult-like following around the world with skaters, artists, and collectors, who are eager to get their hands on the brand's latest drop. Supreme is known for its extensive collaborations with Nike, Vans, The North Face, Comme des Garçons, Dover Street Market, and Stone Island. Establishing themselves for their quality, style and authenticity. [Supremenewyork.com](http://Supremenewyork.com)



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### **Supreme x Fox x Honda Collaboration Fall 2019 Collection**

Supreme to release collaboration with Fox Racing and Honda this fall/winter season including the must have item of the Honda CRF 250R dirt bike.

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Las Vegas, Nevada (Oct. 8, 2019)- Supreme celebrates Motocross this season by collaborating with Fox Racing and Honda this fall 2019. This collab, however, is all about the streetwear, and they've brought Fox Racing along for the ride. The Supreme x Fox Racing x Honda collection features items like a puffy zip-up jacket, a zip-up hoodie, racing shirts, helmets, and a work shirt. The biggest of the drop is the Honda CRF 250R off-road dirt bike with big white logoed Supreme across the bike, but will only be sold in store and not on the online store.

The black puffy zip-up jacket is going to be the hit for the week with the Honda Racing logo on the back with the supreme logo under it and patches along the right arm from the shoulder down with logos from Honda, Fox and Supreme for \$258. The work shirt featuring the Supreme dirt bike on the back is going to be available in black, red, and white, and black with a retail price of \$148. Crewneck sweaters will be available for purchase in black, red and green, retailing price is \$158. The top accessories for this collaboration is the Racing V1 Helmet priced at \$258, the Racing Vue Goggles priced at \$158 and the Racing Gloves priced at \$88. Supreme's Fall 2019 collaboration with Fox Racing & Honda drops in-store at New York, Brooklyn, Los Angeles, London, Paris and also online.

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### **Supreme Opening Party in Japan**

Supreme to open its newest branch in Harajuku, Tokyo. The 11th store opening in the world brought fans and streetwear culture to international waters.

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Las Vegas, Nevada (Oct. 8, 2019)- In time for the latest fall/winter collection, Supreme has announced the opening of its newest store in Harajuku, Tokyo. The Japanese city is a popular shopping neighborhood between Shinkuku and Shibuya it is known as the hub for the Japanese pop culture. The chain will offer all items in the fall/winter 2019 collection and brand exclusives to the Harajuku store itself.

Supreme is celebrating the opening of the new store with a party the night of the opening. Offering complimentary drinks and a live deejay rocking all night. At the opening Supreme will giving gift bags filled with exclusive Harajuku Supreme items, one included is a pink snakeskin box logo tee. The opening will also mark the debut of a new Supreme Neighborhood denim collaboration. The store is going to be limited in items from past collections for purchase. Supreme will be packed with excitement in this launch of their newest chapter this year.

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