

# LOOK BOO K K

FEELING HOT



**SUPERHOT**



01.04

WE ASKED  
EACH COLLABORATOR  
TO LIST 10 WORDS ABOUT  
WHAT IT MEANS  
TO BE  
SUPERHOT



# 10 WEARCS

# 1



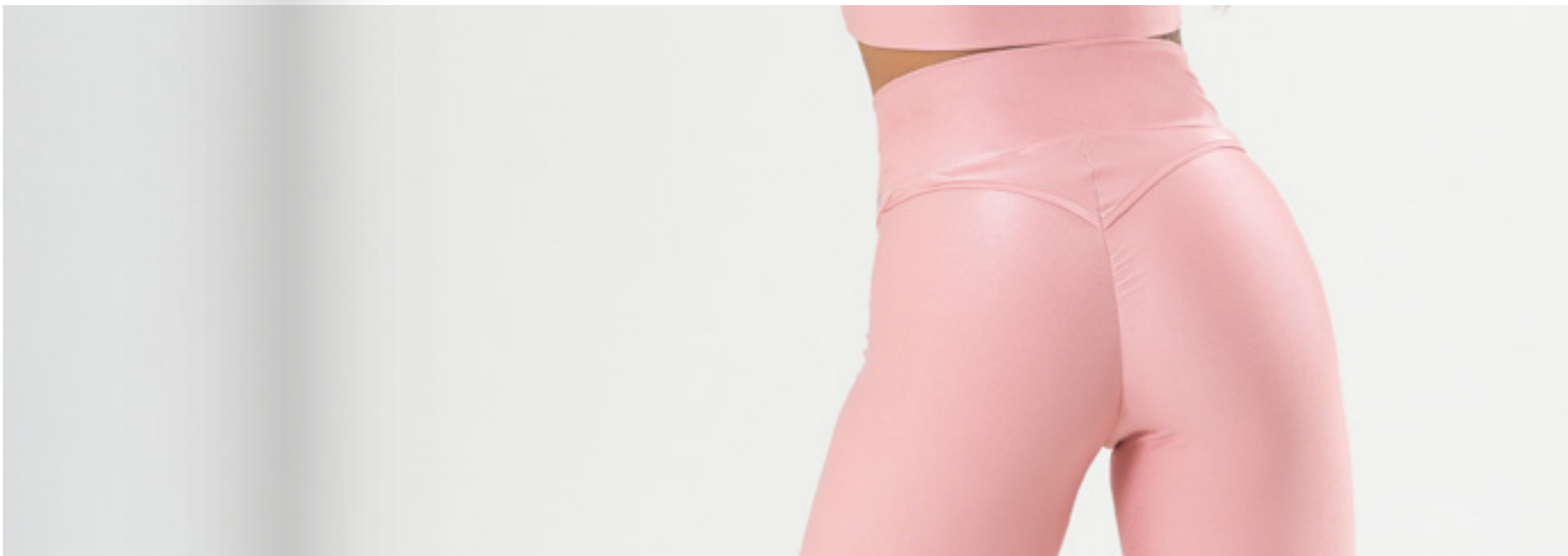
CAL5256  
TOP5265





**EMPOWERMENT**

CAL5235  
TOP5262



2



# 3







**RESILIENCE**

4



CAL5237  
TOP5260

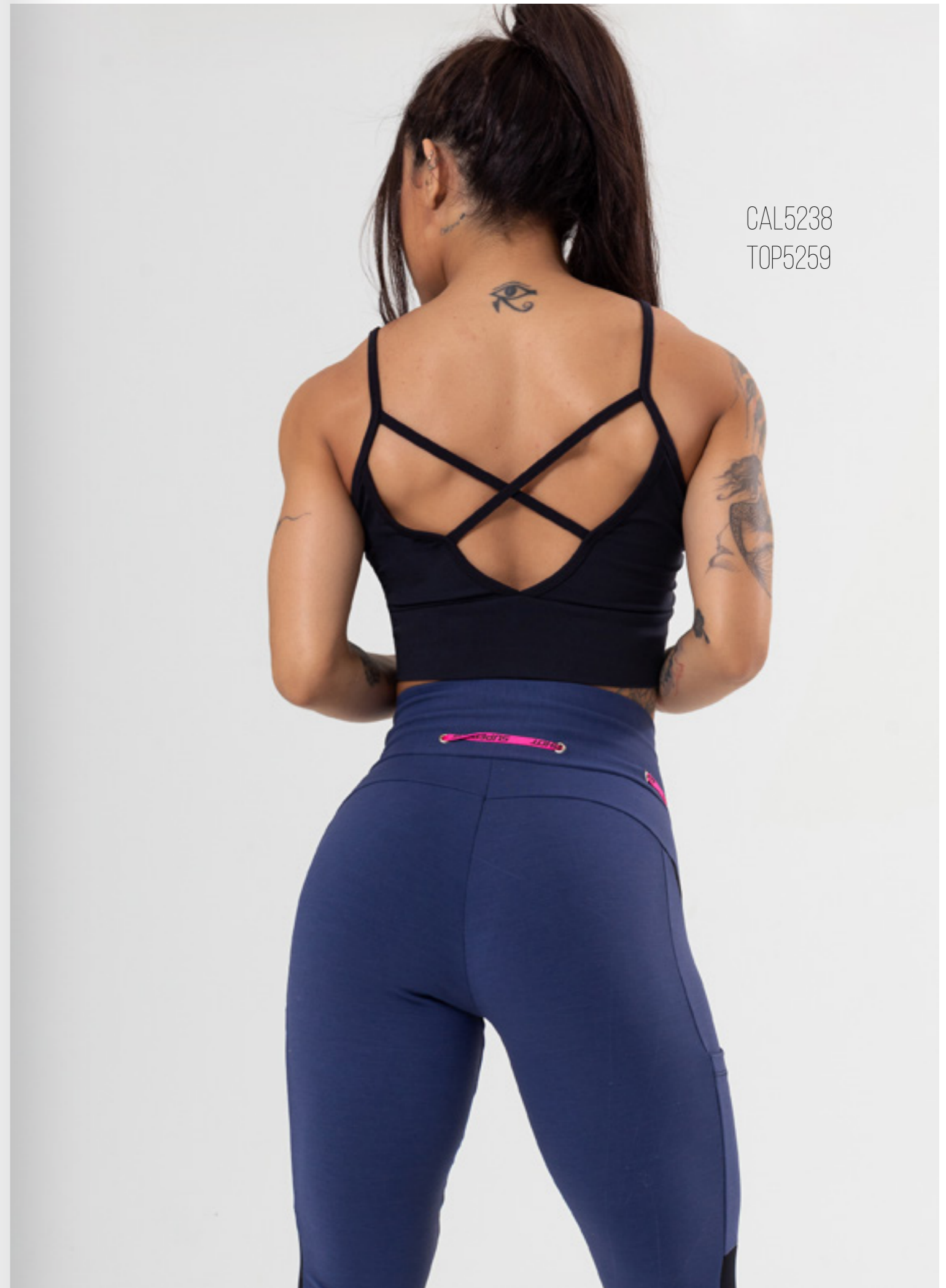
FEELING HOT

**13**

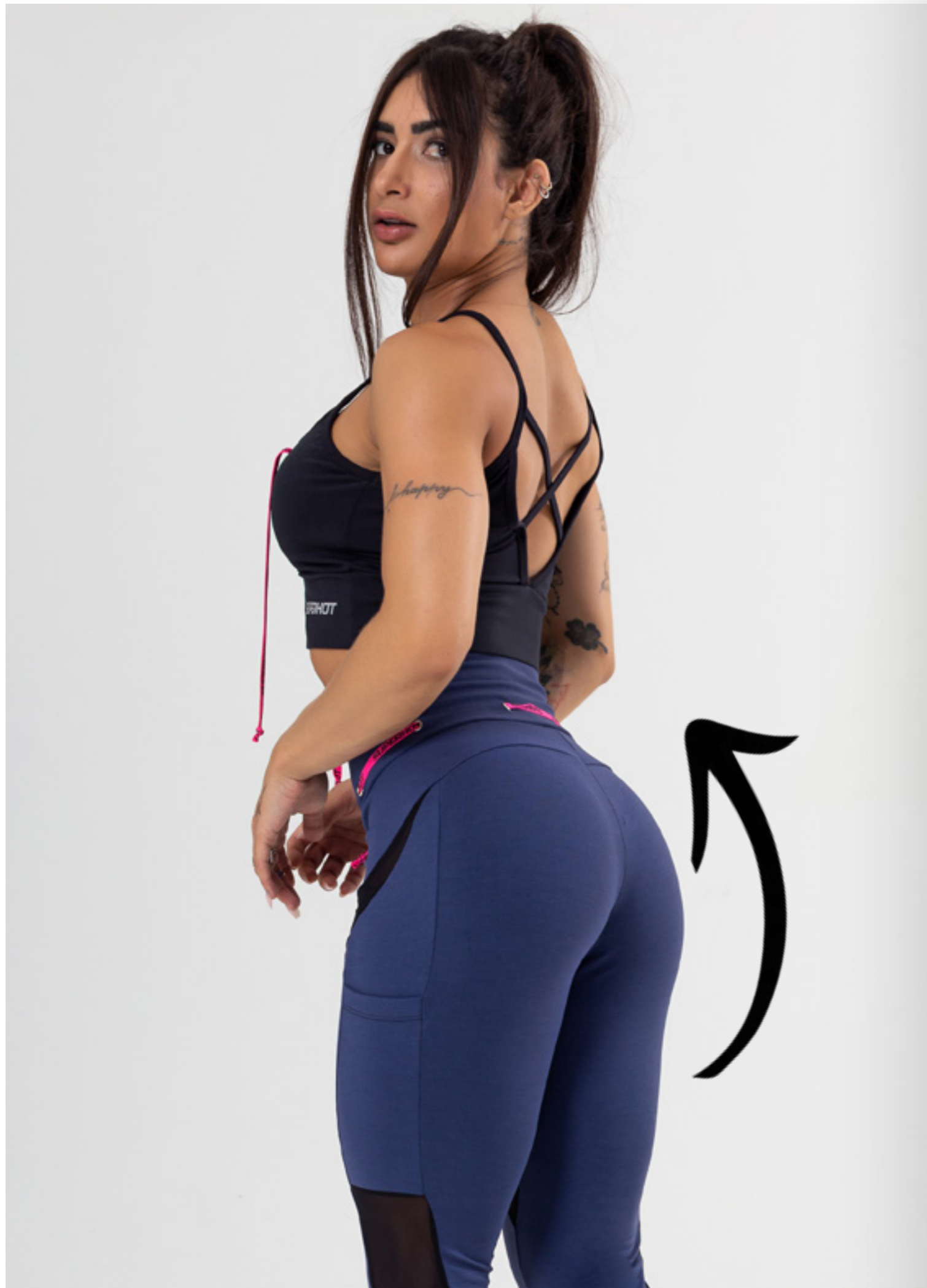
COLLECTI ON

**23**

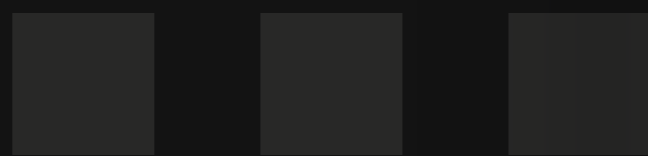
# 5



CAL5238  
TOP5259



20



SIN CE

13



CAL5239  
TOP5261



6

7



CAL5240  
TOP5258







CAL5241  
TOP5264



**AUTHENTICITY**



CAL5242  
TOP5263



9



# 100



**PASSION**

CAL5244  
TOP5266



11



# 12





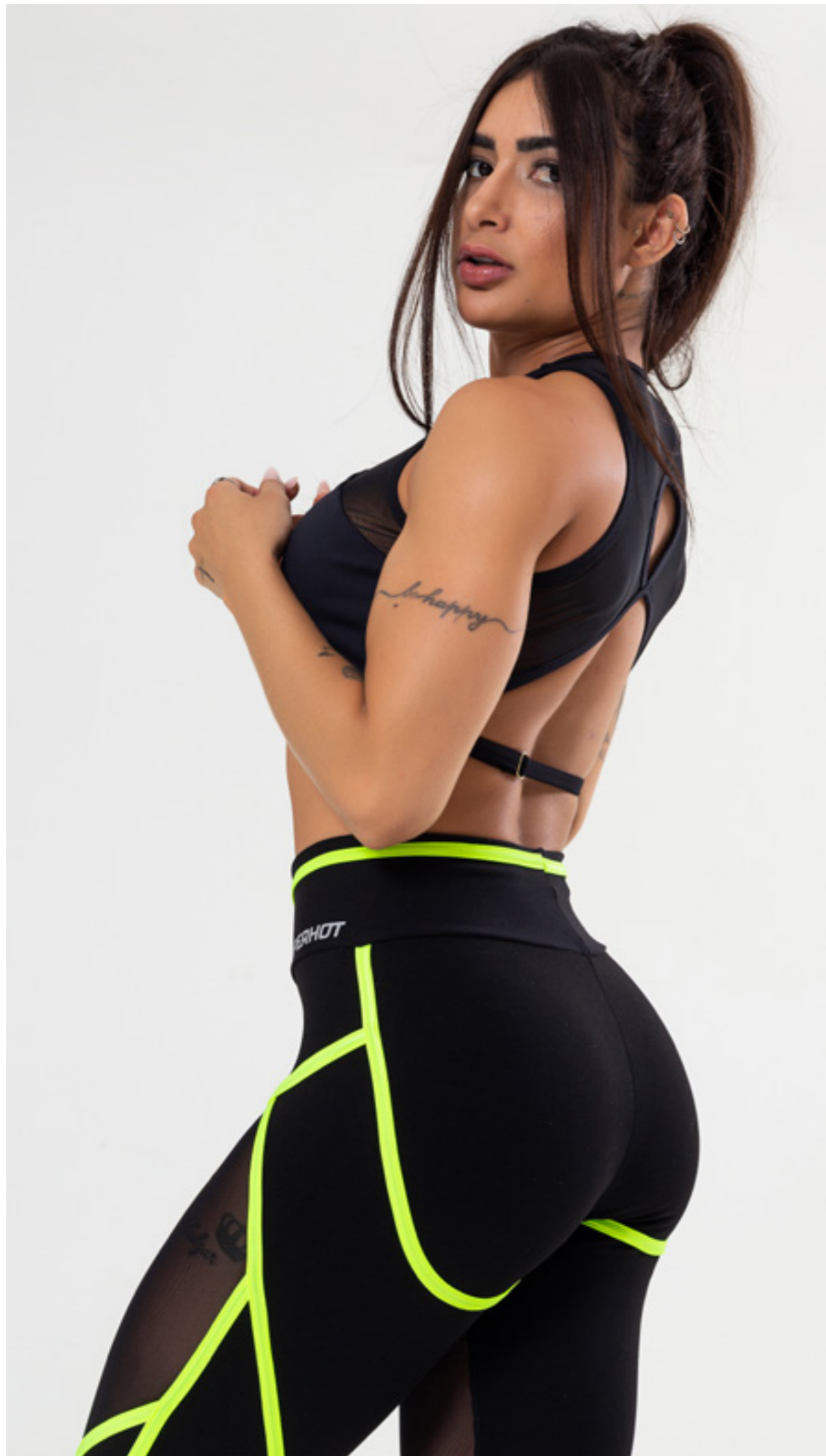


**CONFIDENCE**

# 13



CAL5246  
TOP5265



NEW

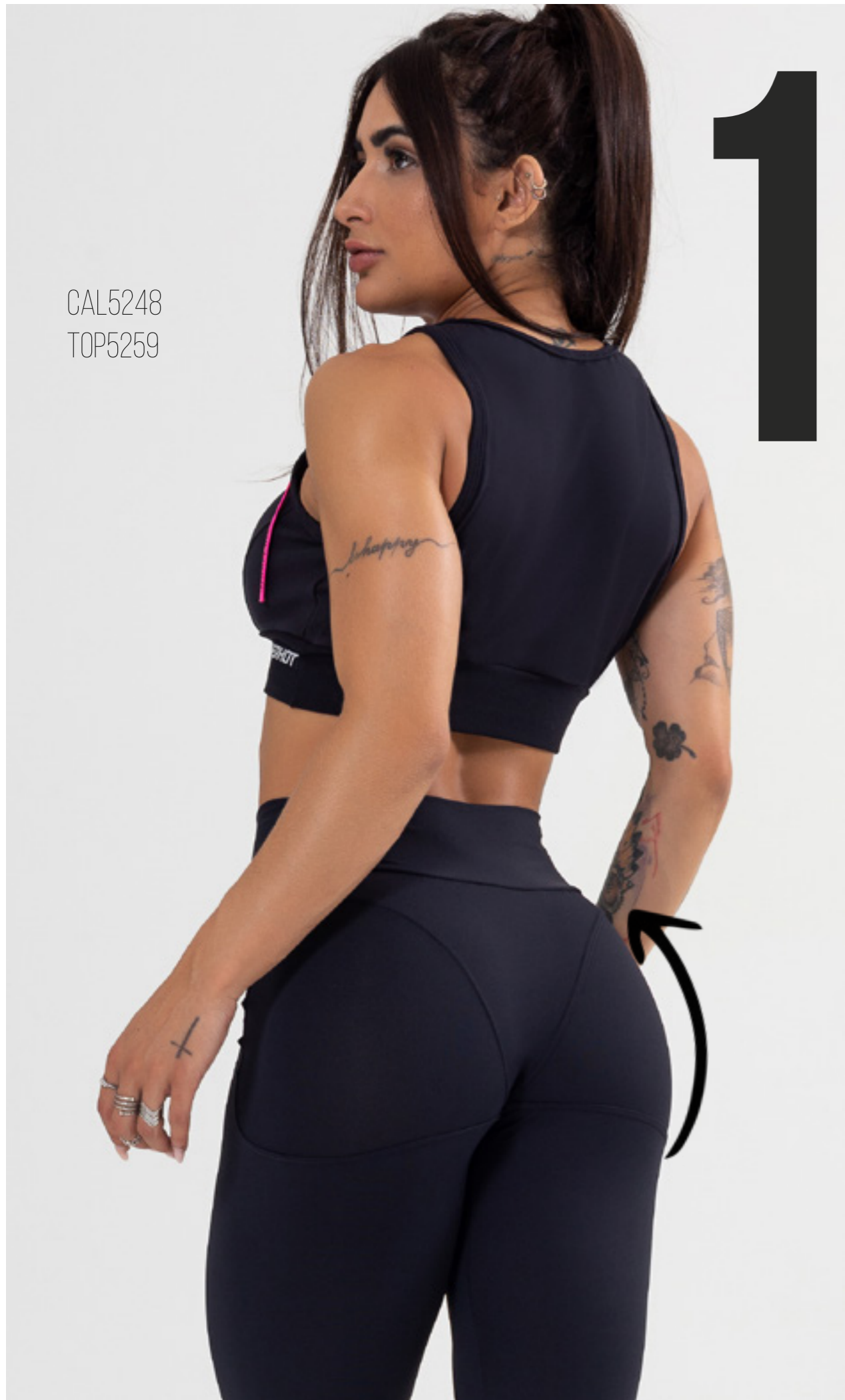


CAL5247  
TOP5259

**STYLE**

CAL5248  
TOP5259

# 15



# 16

CAL5249  
TOP5263







CAL5250  
TOP5265



17



INNOVATION



CAL5251  
TOP5265

18



# 19

CAL5252  
TOP5265





CAL5253  
TOP5263

PERFORMANCE

02



CAL5254  
TOP5263

# 21





CAL5255  
TOP5263



22



**SUSTAINABILITY**

# 23



CAL5257  
TOP5263



CAL5269  
TOP5270

  
**TONOWHERE**

COMPRESSION

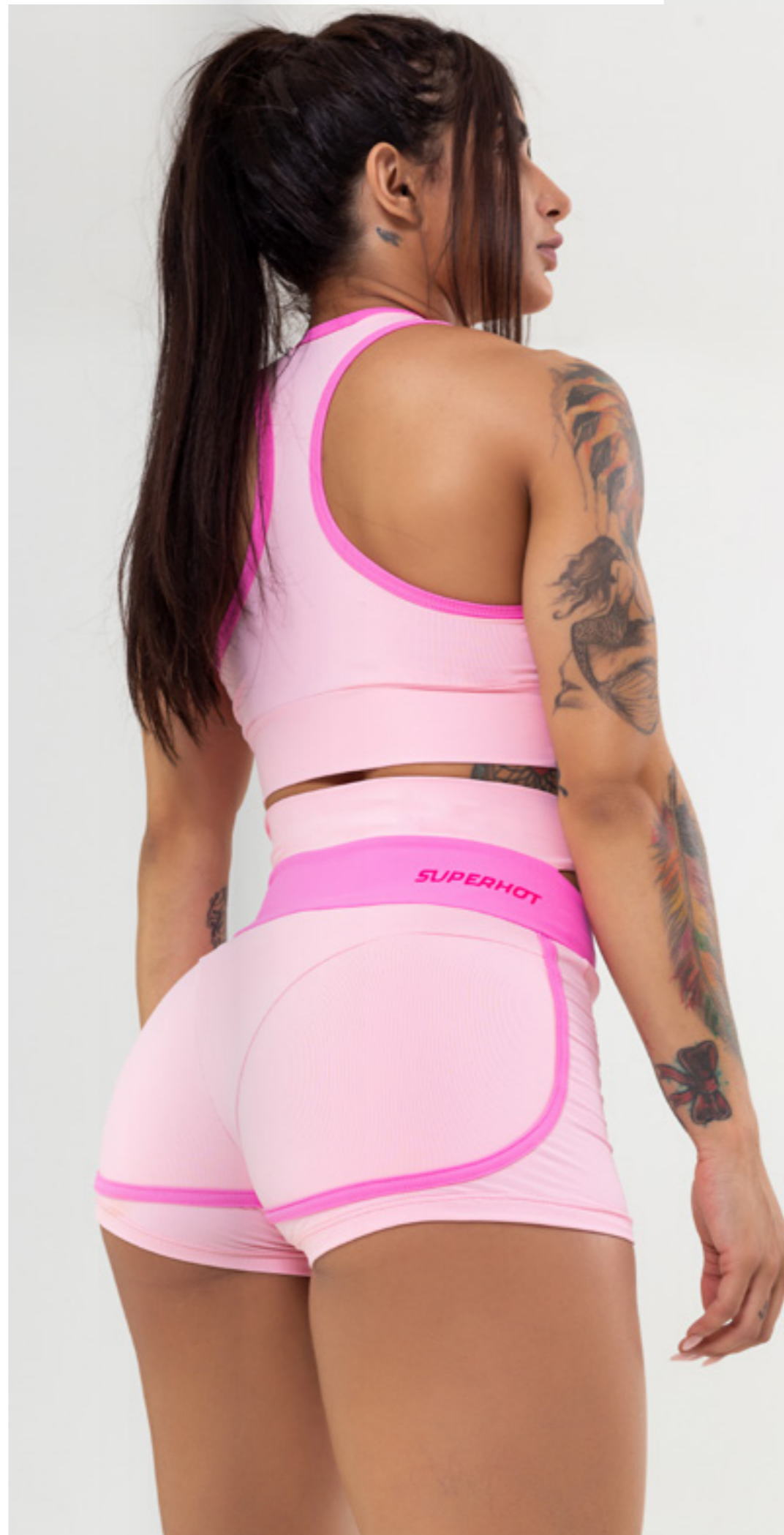
24





SH5267  
TOP5261

25







SH5268  
TOP5263

26



SH5271  
TOP5270

27



COMPRESSION

  
**TONOWHERE**





AND IT'S  
THESE  
10 WORDS  
THAT  
WILL  
LEAD US  
FOR THE NEXT  
10 YEARS!

**SUPERHOT®**