



Mercedes-Benz

Press Information

June 28, 2025

Mercedes-Benz “Class of Creators”: KidSuper unveils his unique “superhero” CLA art piece at Paris Fashion Week

- The “Class of Creators” continues by merging automotive innovation with cultural storytelling through bold artistic collaborations
- KidSuper interprets the all-new Mercedes-Benz CLA as a superhero-inspired art piece, blending handcrafted and bold industrial design
- During his show at Paris Fashion Week, KidSuper presented an exclusive new capsule collection which emerged from the partnership with the Mercedes-Benz brand

Paris/Stuttgart. Colm Dillane – the U.S. fashion designer and multi-talented creative head behind KidSuper – unveiled his one-of-a-kind Mercedes-Benz CLA art piece during Paris Fashion Week. The reveal took place at the Musée des Arts Décoratifs in the famous Louvre Museum in the heart of Paris during the KidSuper Spring/Summer 2026 fashion show on June 28. KidSuper/Colm Dillane is the third of five “Class of Creators” multi-collaboration partners who have been handed the keys to an all-new Mercedes-Benz CLA to use it as a blank canvas and apply their own creative vision. Reflecting a shared spirit of creativity and innovation, the collaboration between KidSuper and Mercedes-Benz merges vibrant, youthful energy with the legacy of automotive excellence and aims to inspire communities beyond the worlds of fashion and automotive.

Known for his imaginative storytelling and bold design language, the artist and fashion designer transformed the all-new CLA into a handcrafted “superhero car”. Standout elements include turbine wings, playful balloon details, a front-mounted winch, rally-style roof rack, a nostalgic slingshot referencing his childhood, and patchwork-inspired elements featuring KidSuper’s “Kissing Face” motif. This imaginative creation features signature design cues from landmark vehicles in the brand’s history. For example, the wheels pay homage to the futuristic styling of the 1996 Mercedes-Benz F 200 concept car, while the side mirrors reference the iconic silhouette of the legendary Mercedes-Benz 300 SL. Colm’s CLA art piece intends to be a magical car symbolizing boundless creativity and enthusiasm.

The limited Mercedes-Benz x KidSuper fashion collection

During the KidSuper Spring/Summer 2026 fashion show in Paris, the capsule collection made its debut ahead of its September market launch. Designed by Colm Dillane, the limited-edition collaboration blends design cues from both KidSuper and Mercedes-Benz. Referring to the legacy of automotive engineering, it captures the pioneering spirit of assembly halls and reflects both the polish and the grit of car enthusiast culture. Dillane’s 13-piece capsule, inspired by his CLA art piece colors and design, blends the typical style of KidSuper and adds menswear tailoring, leisurewear, and mechanic Americana with retro elements. The capsule collection features essential wardrobe staples like jackets, shirts, pants, a trench coat, and accessories including hats, bags, and a suitcase crafted from materials such as cotton, canvas,

poplin, jersey, wool, and vegan leather. As a unique design touch, each piece showcases the classic Mercedes-Benz logo. One standout T-shirt pays tribute to the “Patent Motorwagen” — the world’s first automobile.

Mercedes-Benz CLA multi-collaboration concept & inspiration

The “Class of Creators” CLA brings together five creative visionaries who are defining what’s next in music, fashion, design and beyond:

- March 13, 2025: “Class of Creators” was announced at the CLA’s world premiere in Rome
- April 18, 2025: Official launch with U.S. music artist Ice Spice at Mercedes-Benz of Manhattan
- May 22, 2025: Swedish-based interior designer Gustaf Westman presented his art piece and limited collection with a premiere in London
- June 28, 2025: KidSuper art piece and limited collection launched at Paris Fashion Week
- Upcoming: The toy car brand Hot Wheels and esports platform Riot Games/League of Legends

Class of Creators overview

Mercedes-Benz has long fostered far-reaching collaborations with partners from all walks of life that extend far beyond automotive, including culture, sports, design and music. The list includes Virgil Abloh, A\$AP Rocky and Nigo, fashion brands Moncler and Proenza Schouler, and sports legends like Roger Federer and Lewis Hamilton. With “Class of Creators,” Mercedes-Benz takes these collaborations to the next level. This is the first time the automaker has given its creative collaborators carte blanche to explore the ideas of individualization, aesthetics and design with one of its models.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.

Contact:

Emily Rieders: emily.rieders@mbusa.com

Paul Harmon: paul.harmon@mbusa.com