



SuperShe

Self-expression and exploration are given a powerful manifestation as bold color and type by &WALSH for this “edutainment” brand.

New York-based SuperShe is a diverse global community of women and those who identify as non-binary, united in the shared belief that their self-power is also their superpower. Through the SuperShe app subscribers are able to access exclusive videos and editorial content about a variety of taboo-shattering subjects, from “getting frisky with yourself” to “admitting you don’t like kids.” This is then supported by a shop of SuperShe branded products and a SuperShe island retreat. It is a purpose-driven and uncensored community providing no-nonsense educational entertainment. This challenging attitude is brought to life through the energy, volume, and combination of color and two typefaces, and a proud visual language and narrative that is presented through evocative illustration and an immediate photographic style.

