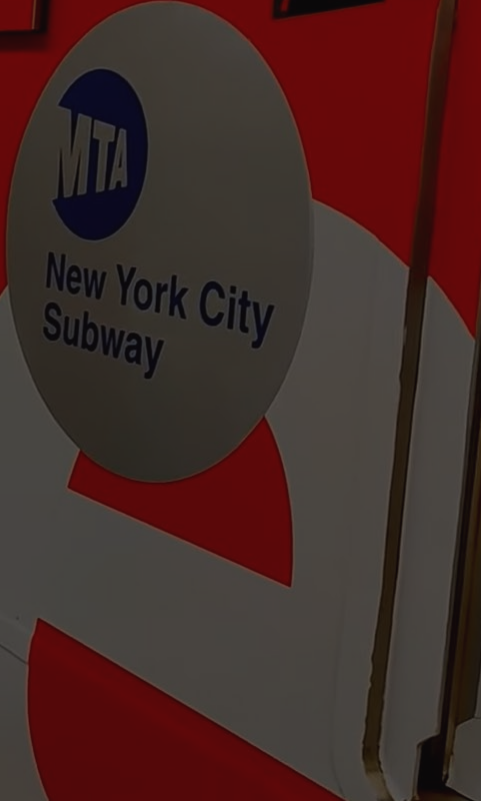


SUPREME X MTA

8748



Video surveillance cameras
are in use.
Assaulting
MTA New York City Transit
personnel is a
punishable by up to
15 years in prison.

Supreme teamed up with the MTA to wrap the L train line in the brand's infamous logo. The bright red subway car turned millions of New Yorkers' heads and everyone took to social media to post the infamous brand's campaign.



IRL TO URL

2.2B+

people potentially reached on Twitter

1.5B+

additional people the campaign spread to

27.1M+

people potentially reached on Instagram

