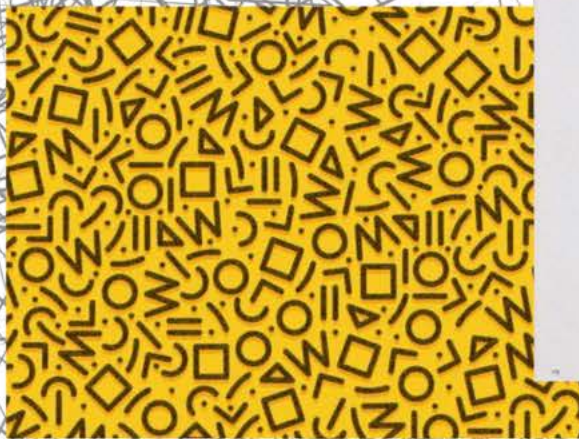
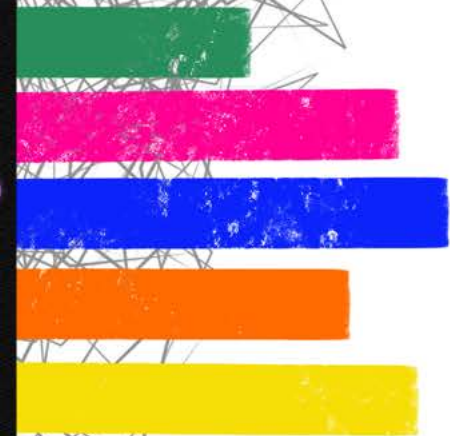


# Electric dreams

Ready to wear  
Sumer 2021

80's  
and  
90's



# Clients

TOPSHOP



Both brands use a lot of vintage inspired influence



Punk, rock and rave

# Trends

Neon



Rave scene  
Retrofuturism



Bright and bold



New vintage

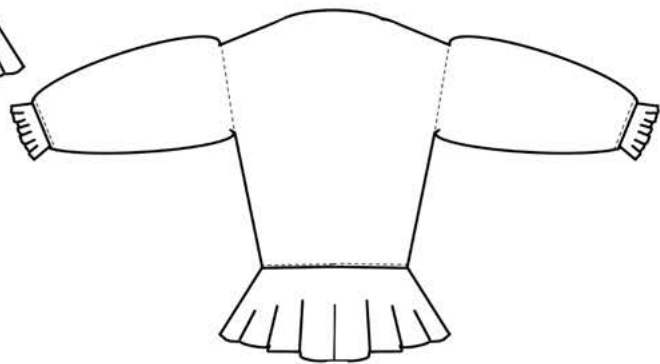
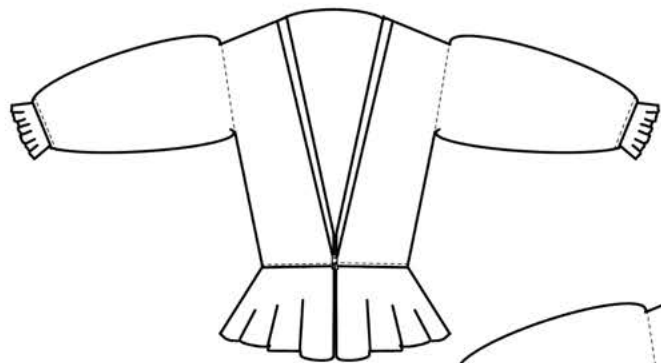


Electric dreams

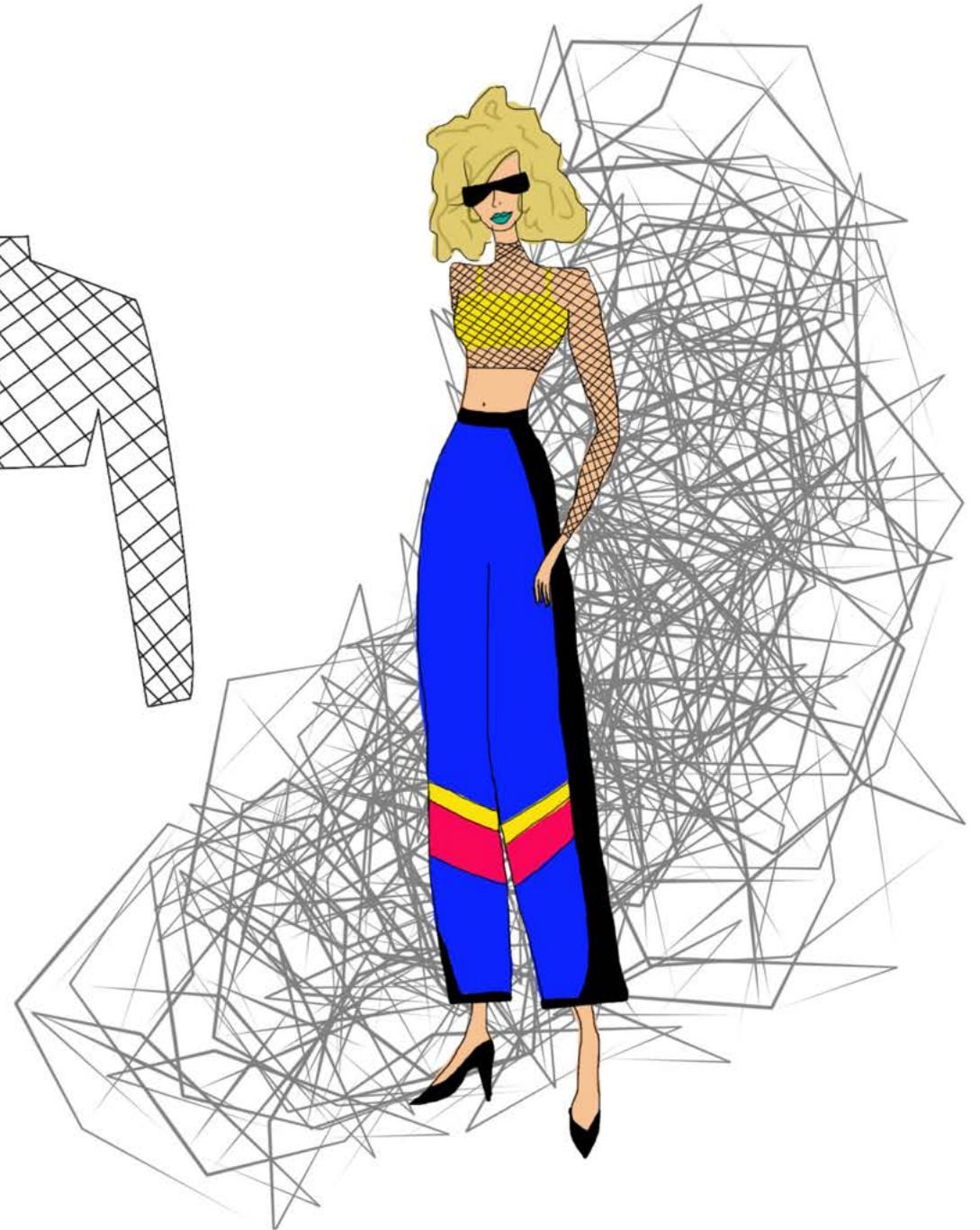
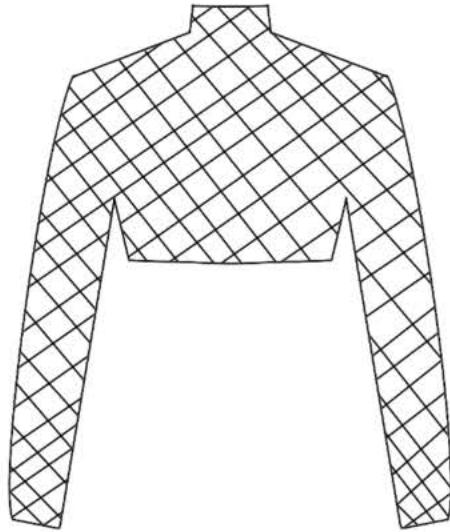
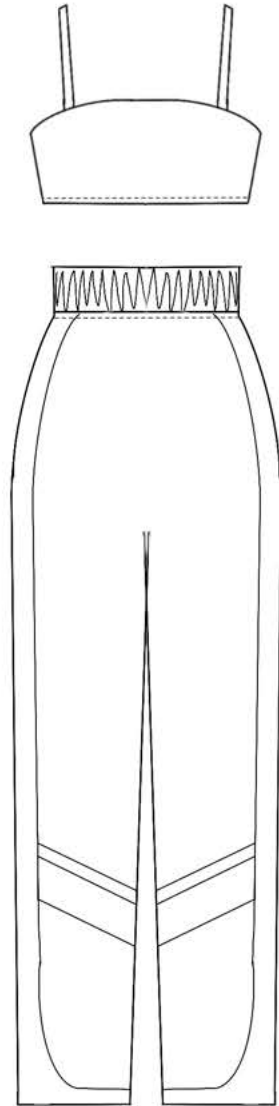


Lycra, nylon reflective polyester and fishnet

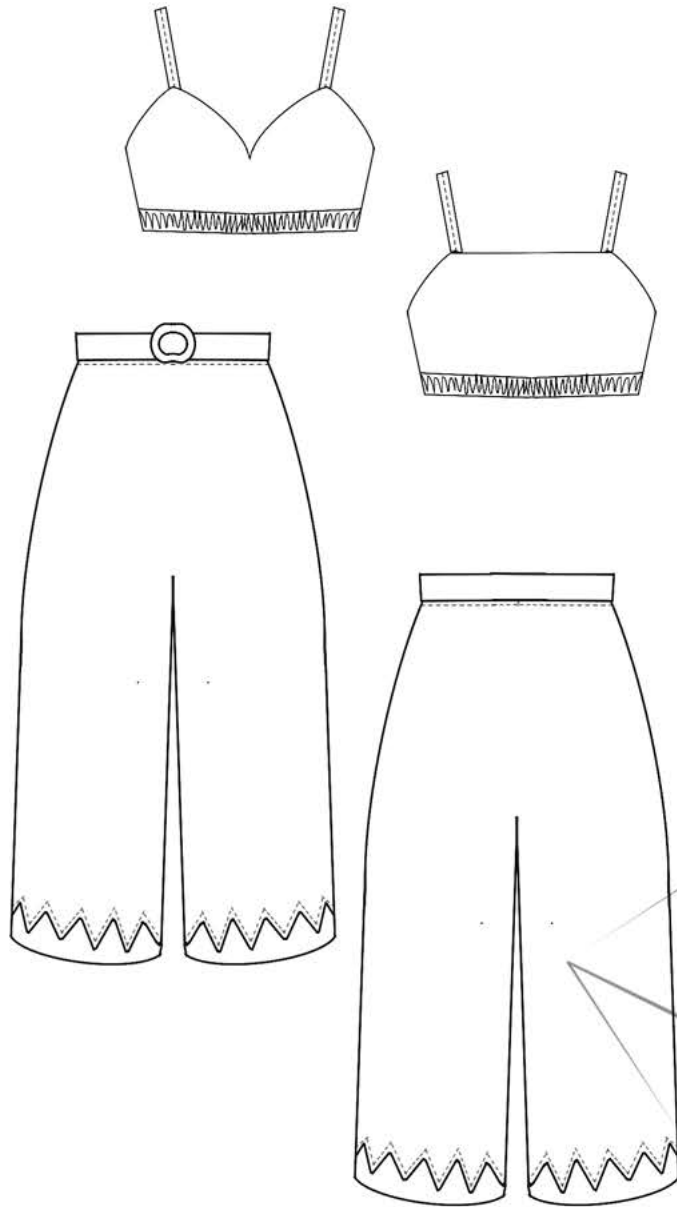
Look 1:



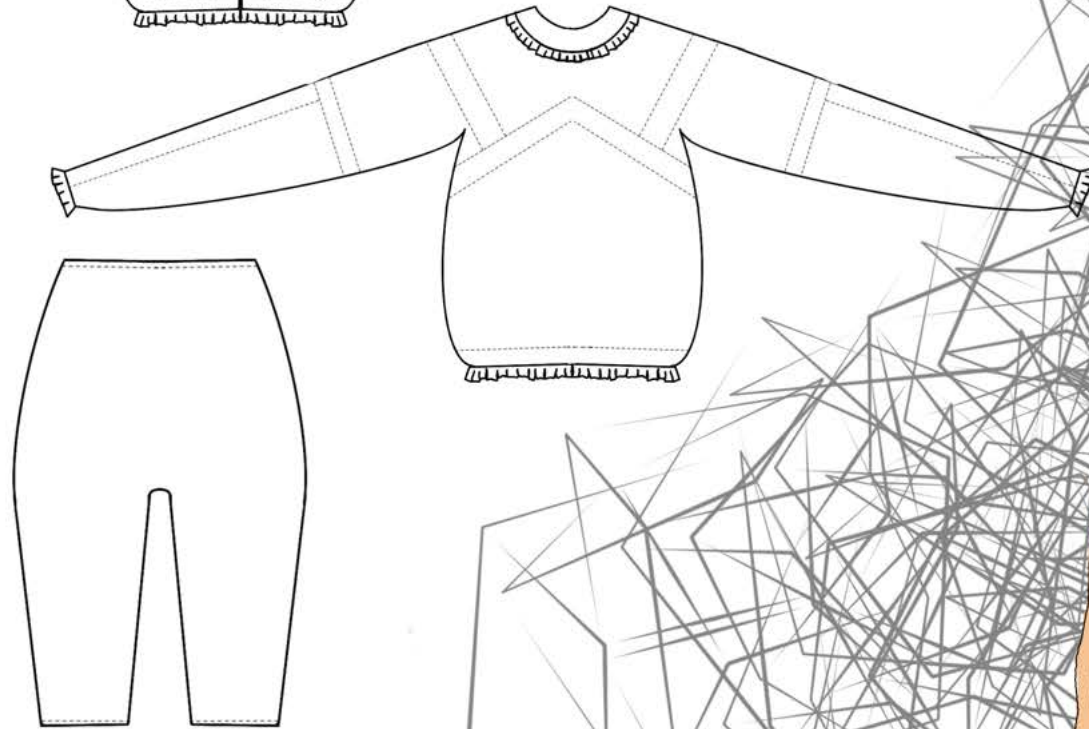
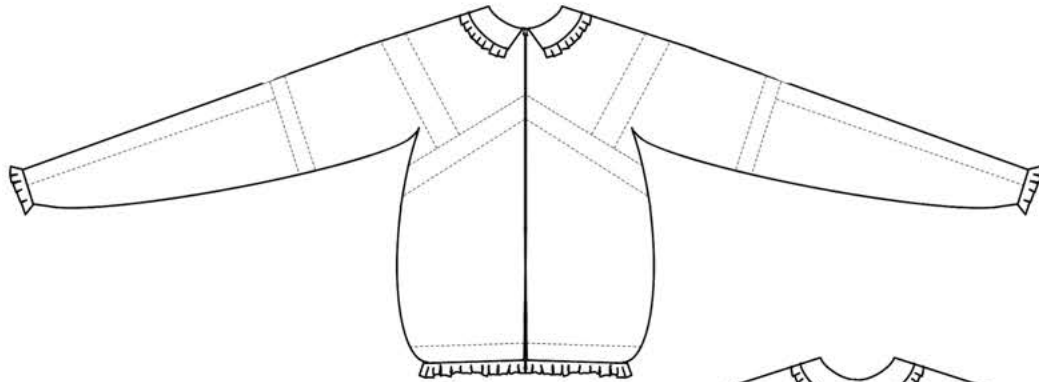
Look 2:



Look 3:



Look 4:

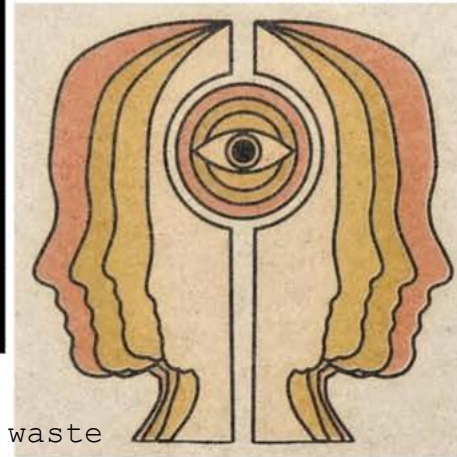
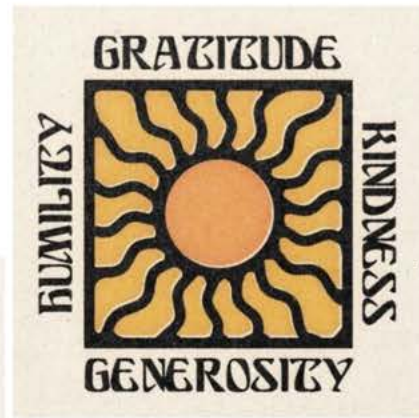




Electric dreams



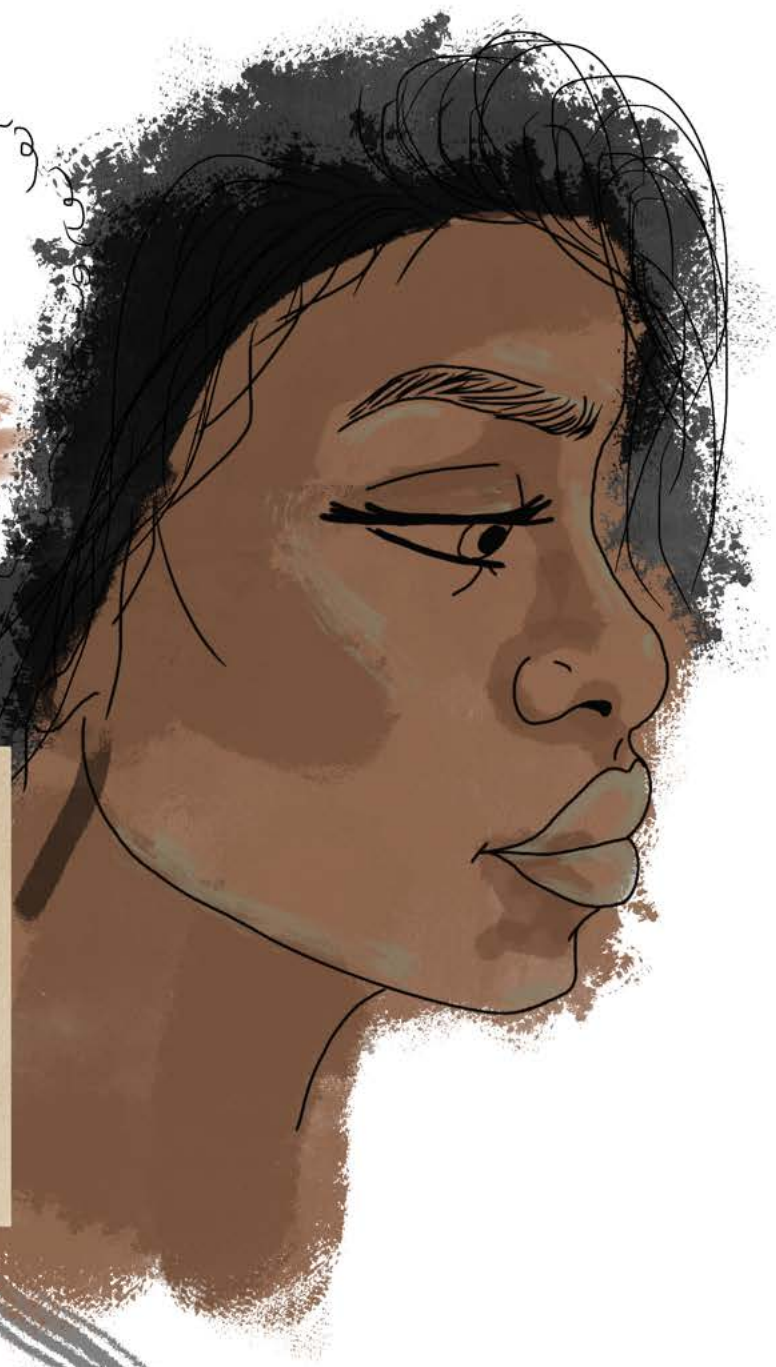
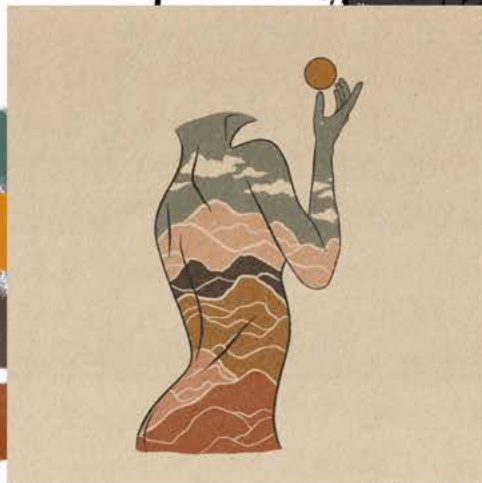
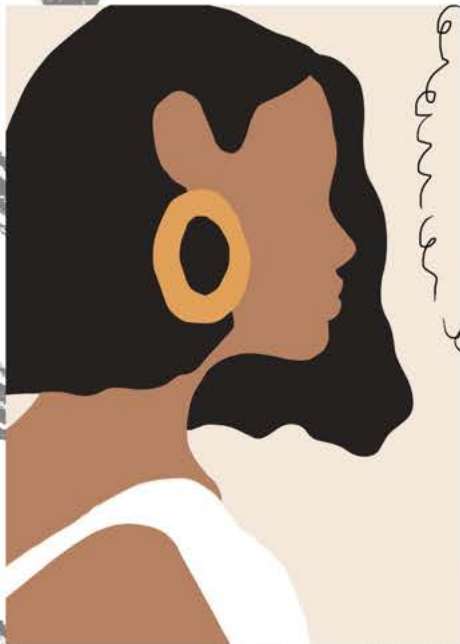
Soul rooted



Finding your true self and your inner spirit. Looking at your roots, your family, what make you, you

Sustainability - recycling and reducing fashion waste

Soul rooted



# Trends



Warm orange tones and autumn sky



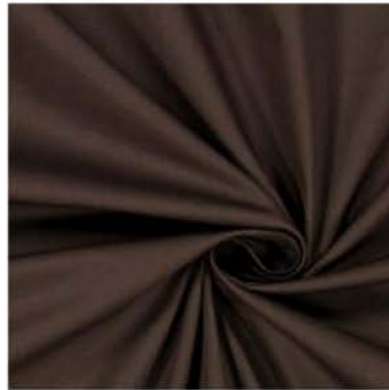
70,s comeback

Mini skirts and flares

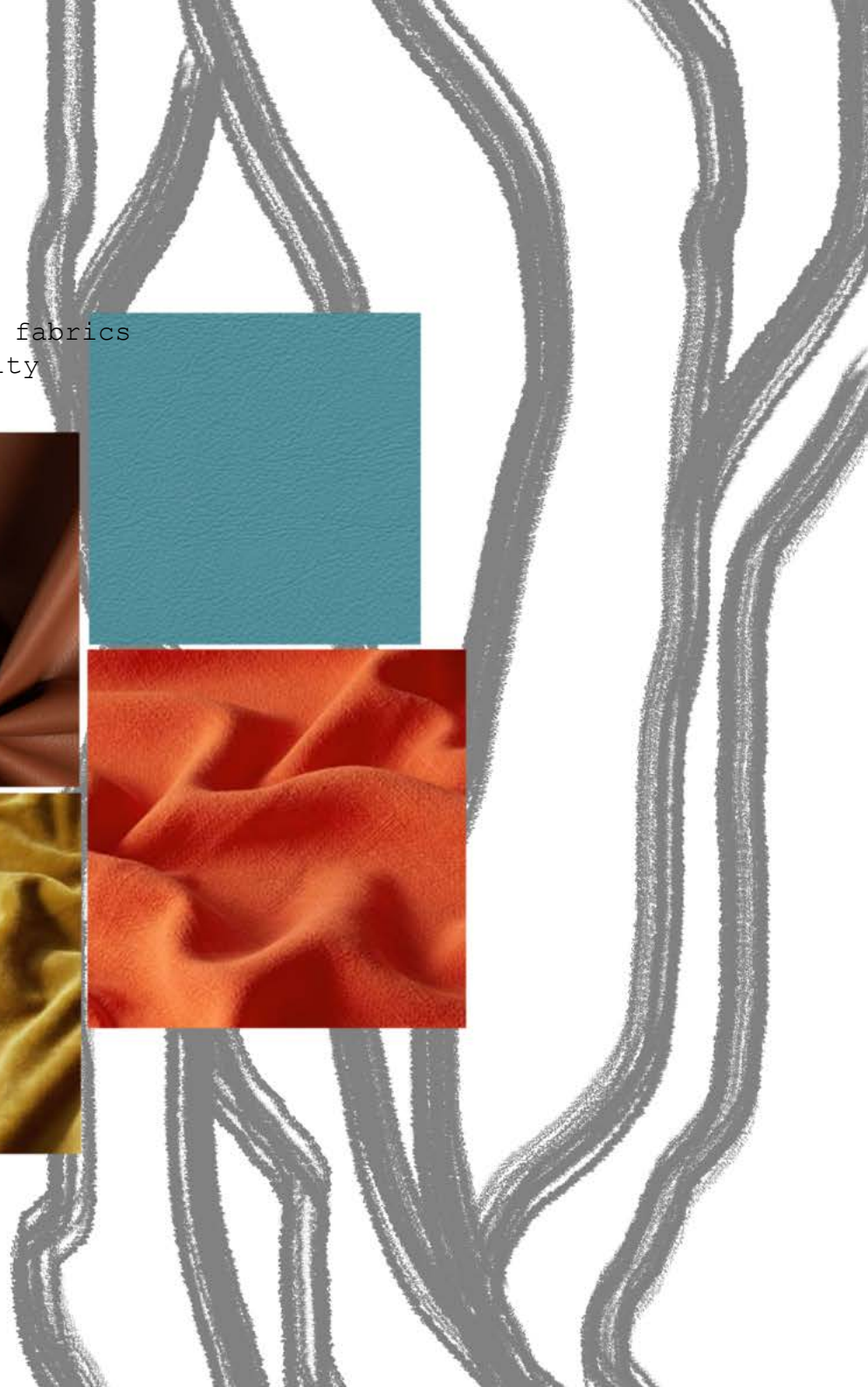


# Soul rooted

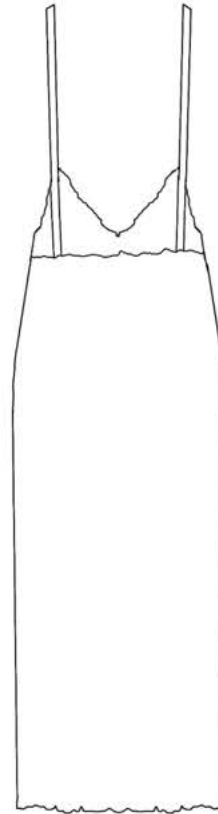
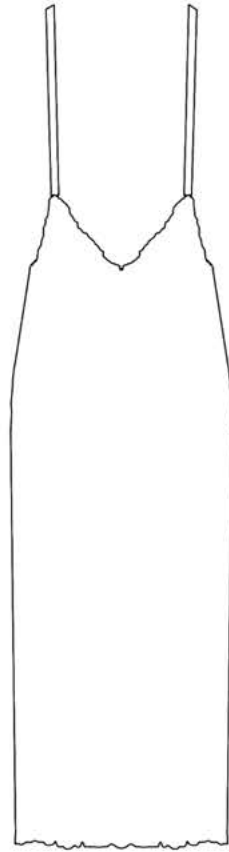
Recycled garments and fabrics  
for sustainability



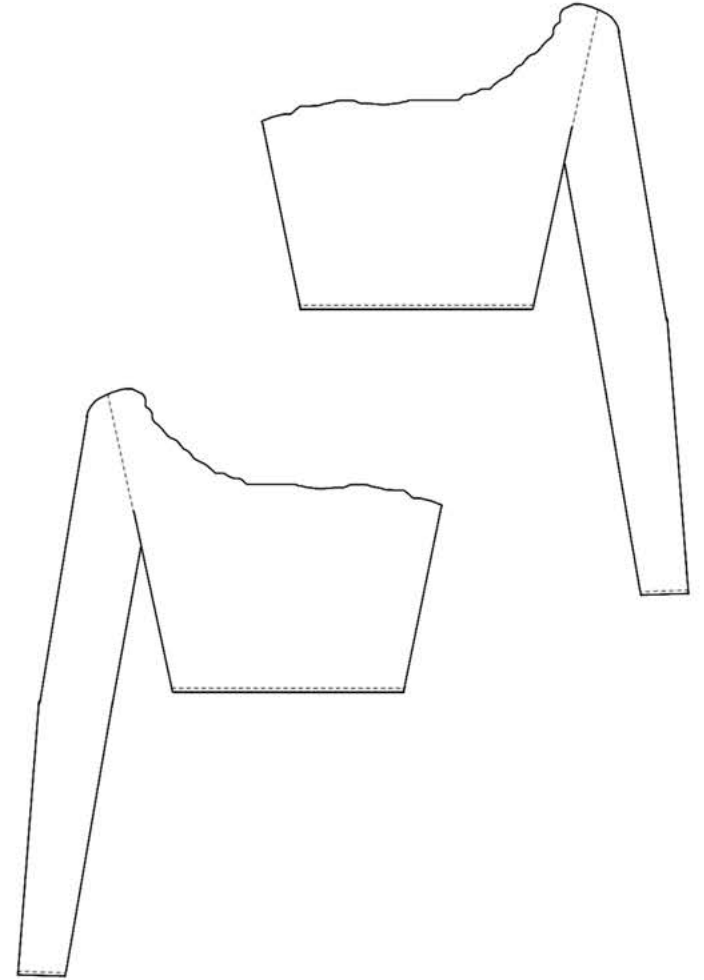
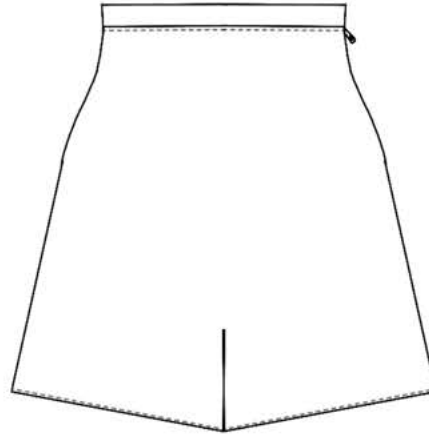
Leather, light linen and  
velvet



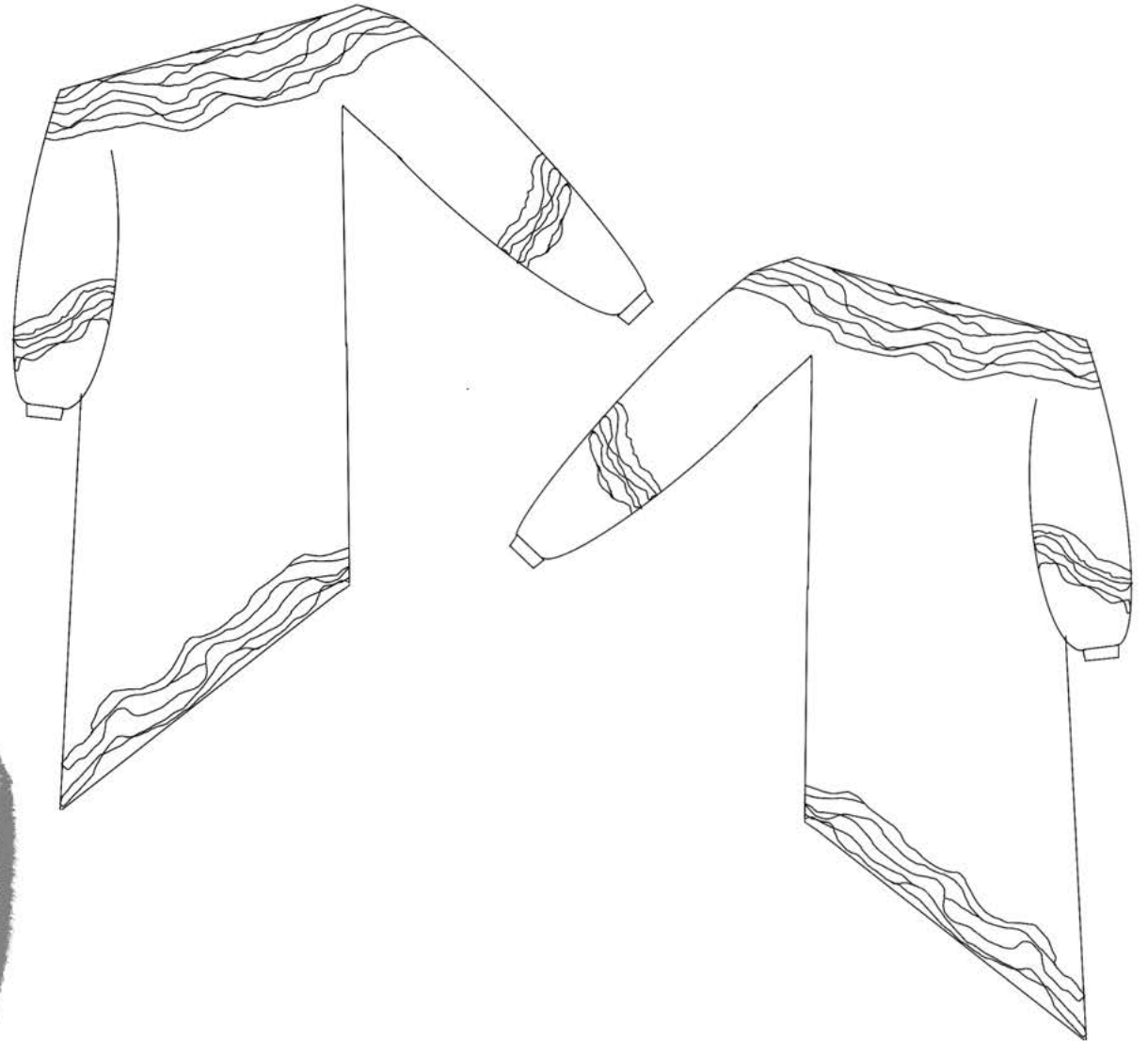
Look 1



Look 2

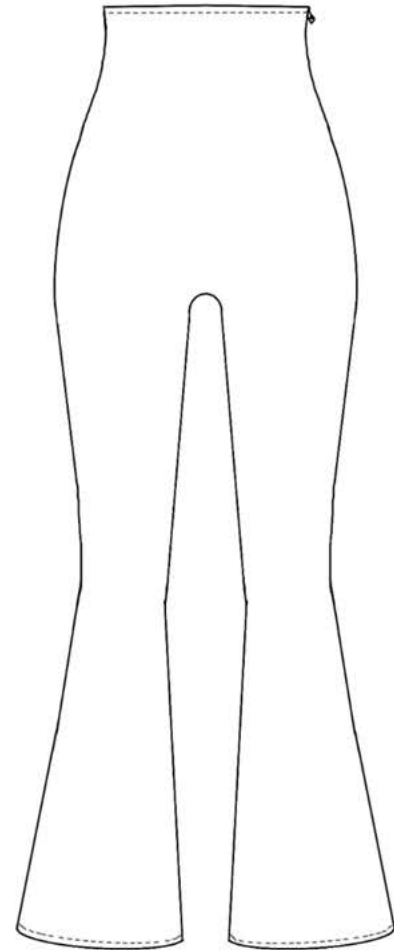
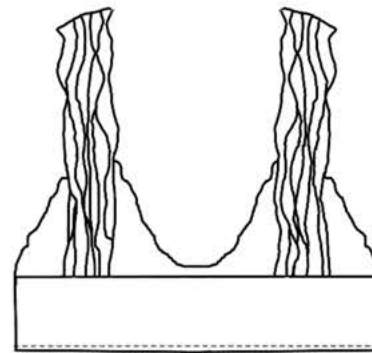
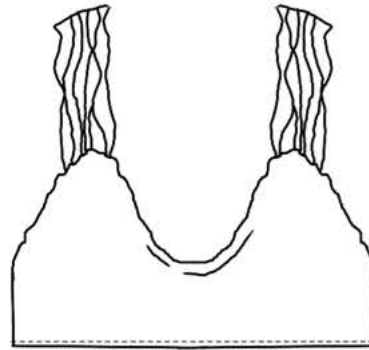


Look 3





Look 4



# Soul rooted

ready to wear  
Fall 2021





## About Us

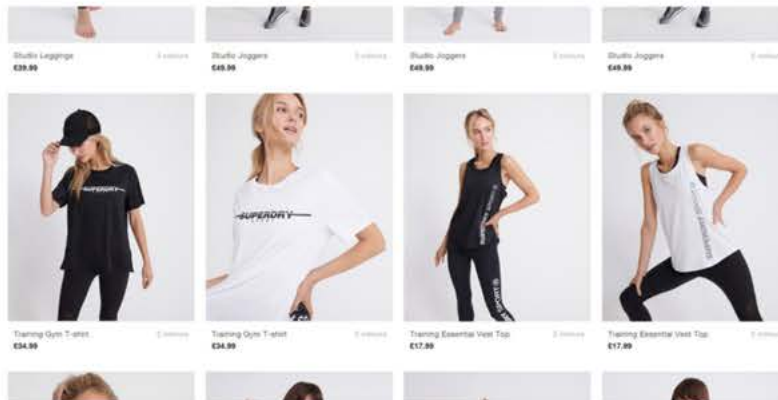
Dedicated Website Helpline: +44 (0)333 3212222

Superdry is an exciting contemporary brand which focuses on high-quality products that fuse vintage Americana and Japanese-inspired graphics with a British style. They are characterised by quality fabrics, authentic vintage washes, unique detailing, world leading hand-drawn graphics and tailored fits with diverse styling. Such distinctiveness has gained the brand exclusive appeal as well as an international celebrity following.

Superdry has a significant and growing presence around the world, operating through 768 Superdry branded locations in 65 countries. There are 245 owned stores across the UK and mainland Europe, 497 franchised and licensed stores and 26 concessions.

Superdry.com sells safely and securely to over 100 countries worldwide, operating from 21 international websites. The Superdry delivery promise is one of the best in the marketplace offering great customer service and a hassle-free returns policy.

Varied prices depending on style, practicality and use. but a good variation of all prices groups for a wider audience.



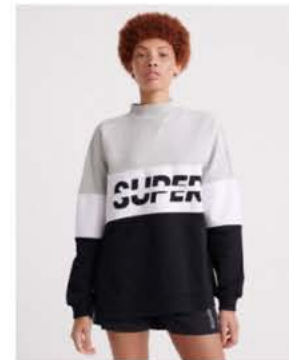
**MENS SPORT**  
Washable, odourless, moisture-wicking & stretchy by sport. It's also training, gym, after-school.  
[SHOP NOW](#)



**MENS ORGANIC COTTON**  
Superdry organic cotton is grown without the use of synthetic pesticides and herbicides, which leads to improved soil conditions. New water based, all-organic treatments and better health saving the planet's resources.  
[SHOP NOW](#)



**WOMENS SPORT**  
Optimising both style and performance, our latest collection of women's activewear will ensure that you continue to crush your fitness goals.  
[SHOP NOW](#)



Sport Pusher Crew  
was-£59.99 now £30.00



Flash Sport City Crew Sweatshirt  
was-£59.99 now £30.00

Sportswear, leisure and sweatsirts/hoodies i found most appealing. i like the broad range of styles and think a capsule collection based on combining all of these elements would be interesting.

HOODIES AND SWEATSHIRTS

Comfy and casual.



£44.99



## WOMENS HOODIES & SWEATSHIRTS

Effortlessly stylish and with a laidback look that complements your view on life, take your off-duty style to another level. With premium detailing and finishes from rhinestones and sequins to foil and flocking, our go-to range of hoodies and sweatshirts feature superaoft fabrics and trims to give you the comfort you deserve. Whether you're looking for a statement varsity inspired print, a classic layering piece, a welcome addition to your gym wardrobe or just something to throw on and snuggle up in, we've something for you. Oversized boyfriend fits, cropped styles, zip up hoodies and overhead hoodies, browse our range and find that style you're looking for.

ZIP UP HOODIES

OVERHEAD HOODIES



£69.99



Oversized and 'boyfriend style'

£54.99



Bold lettering and a mix of vibrant and muted colours create an edgy and young feel.

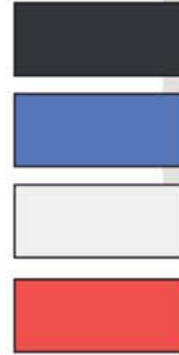
## WOMENS OVERHEAD HOODIES

Refresh your wardrobe with our women's overhead hoodie collection. Choose from a variety of women's pullover hoodies, and add colour to your outfit with one of our bold graphic prints, iconic to the Superdry brand. Our hand-drawn graphics fuse Japanese inspired designs with a classic Americana style and our hoodies are at the heart of our brand heritage. Using high quality, comfort fabrics our hoodies come in a range of designs and can be paired with leggings, joggers or jeans for an effortless style.



極度乾燥(しなさい)  
**Super  
Dry®**

Sport-casual style



Athletic leisure

**Super®  
DrySport.**



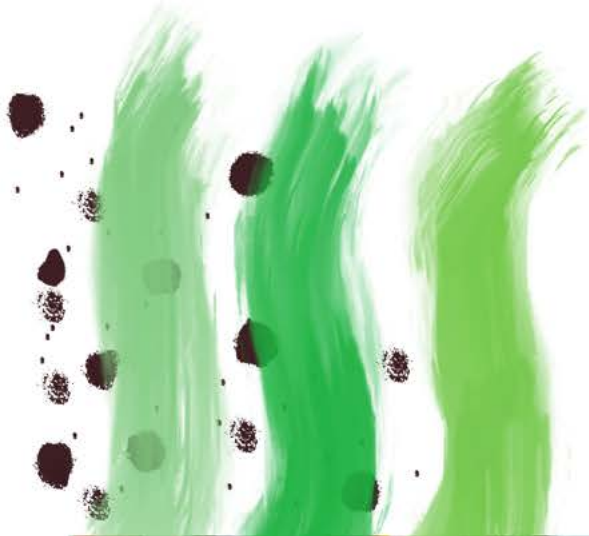




SqWears couture provides plus-size women with glamorously beautiful dresses. Dazzling embellishments and impeccable detailing give these garments their luxury values.







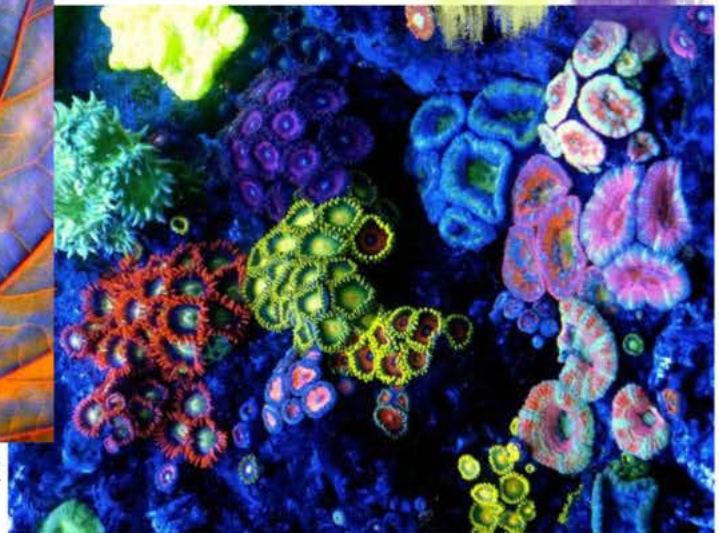
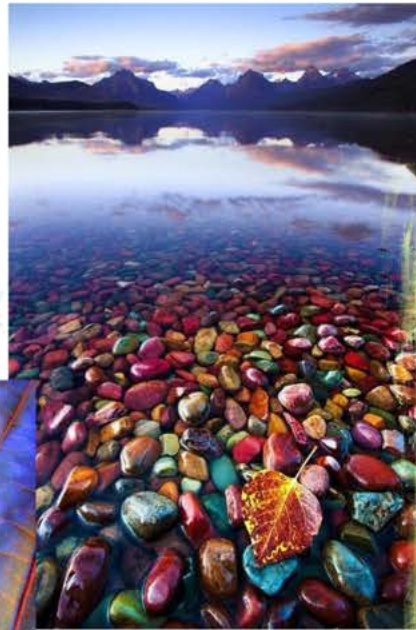
Bright, bold patterns  
with beautifully  
delicate sequin and  
bead detailing.



A mix of  
nature and  
bold  
glamour to  
create  
unique  
patterns  
for the  
squares.



# Natural formations

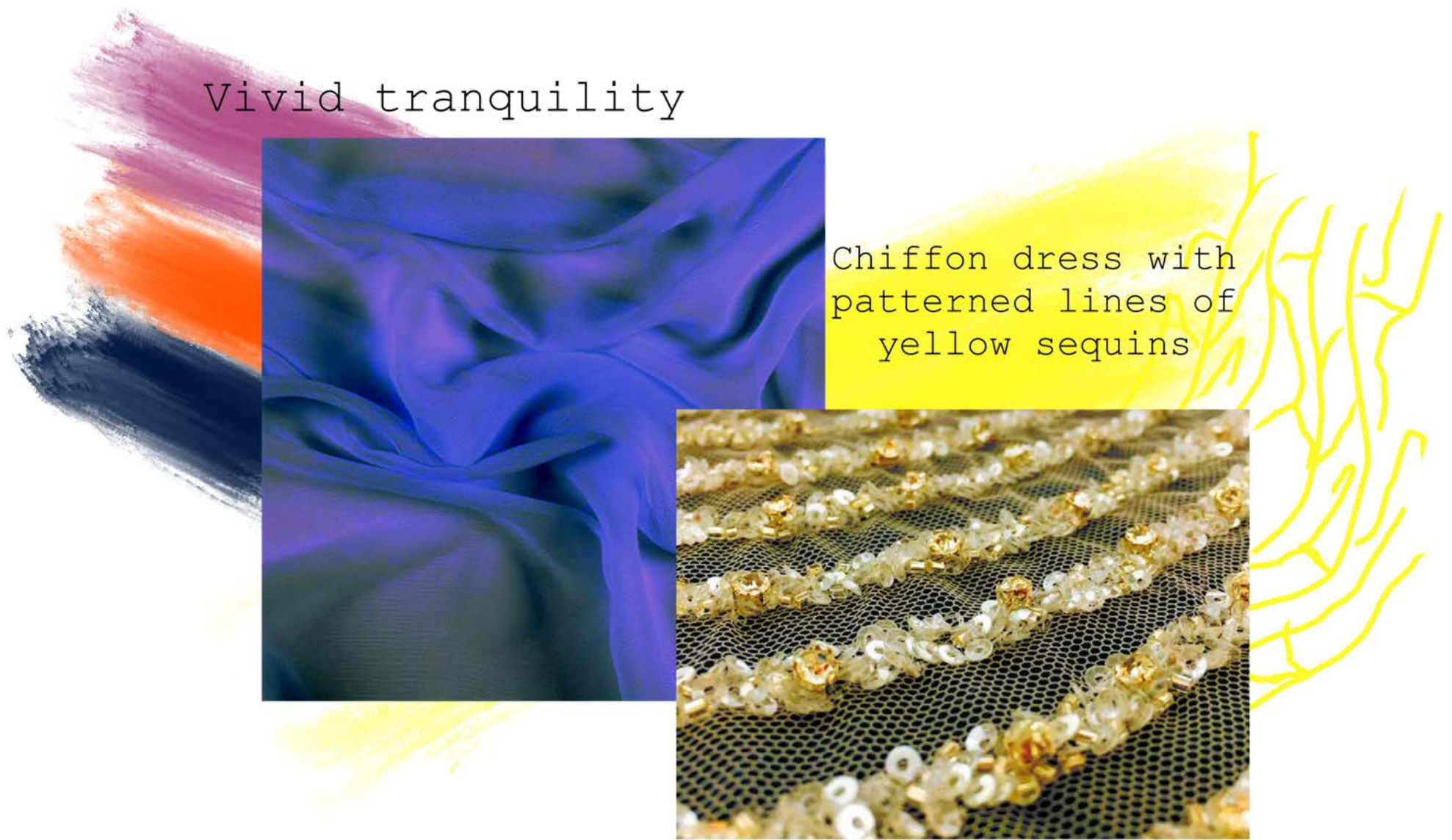


Contrasting the calmness of nature and  
the excitement of vibrant colour

Vivid tranquility



Chiffon dress with  
patterned lines of  
yellow sequins



# Vivid tranquility



Bold and strong  
with peaceful  
tones

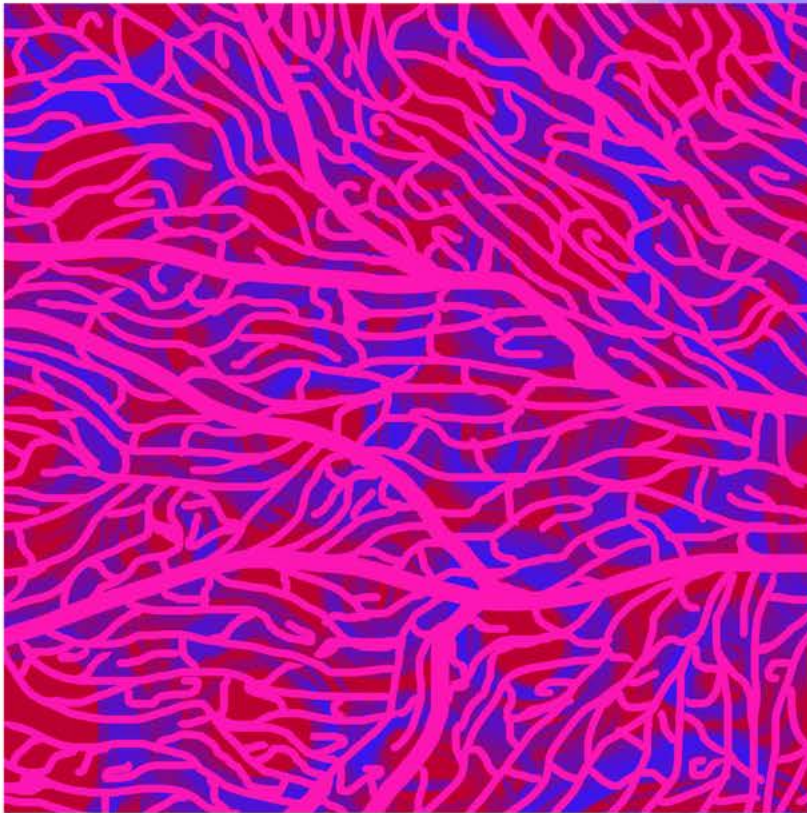


## Vivid tranquility



Vibrant, fun and glamorous way of showing colour and excitement through the coral reef pattern and textures.

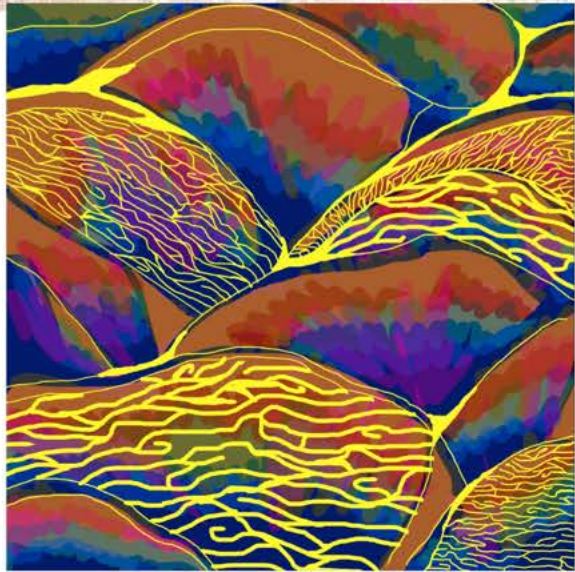
## Vivid tranquility



First coral reef  
pattern design.  
Too much going  
on and more  
colour variation  
needed.

# Vivid tranquility

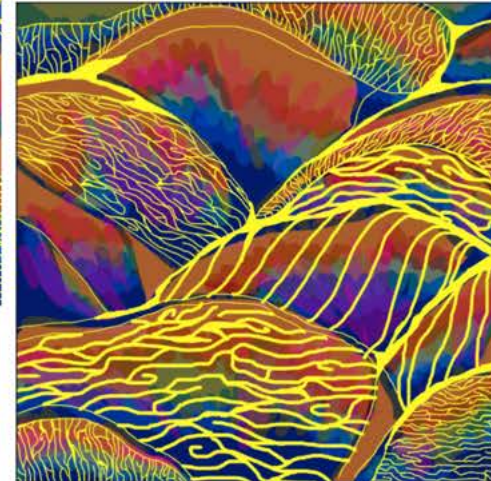
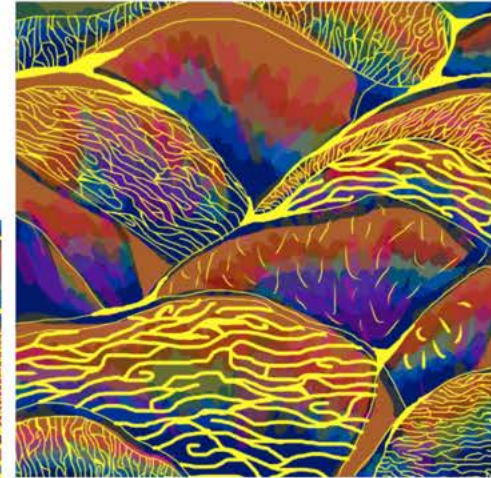
Progress 1



Progress 2

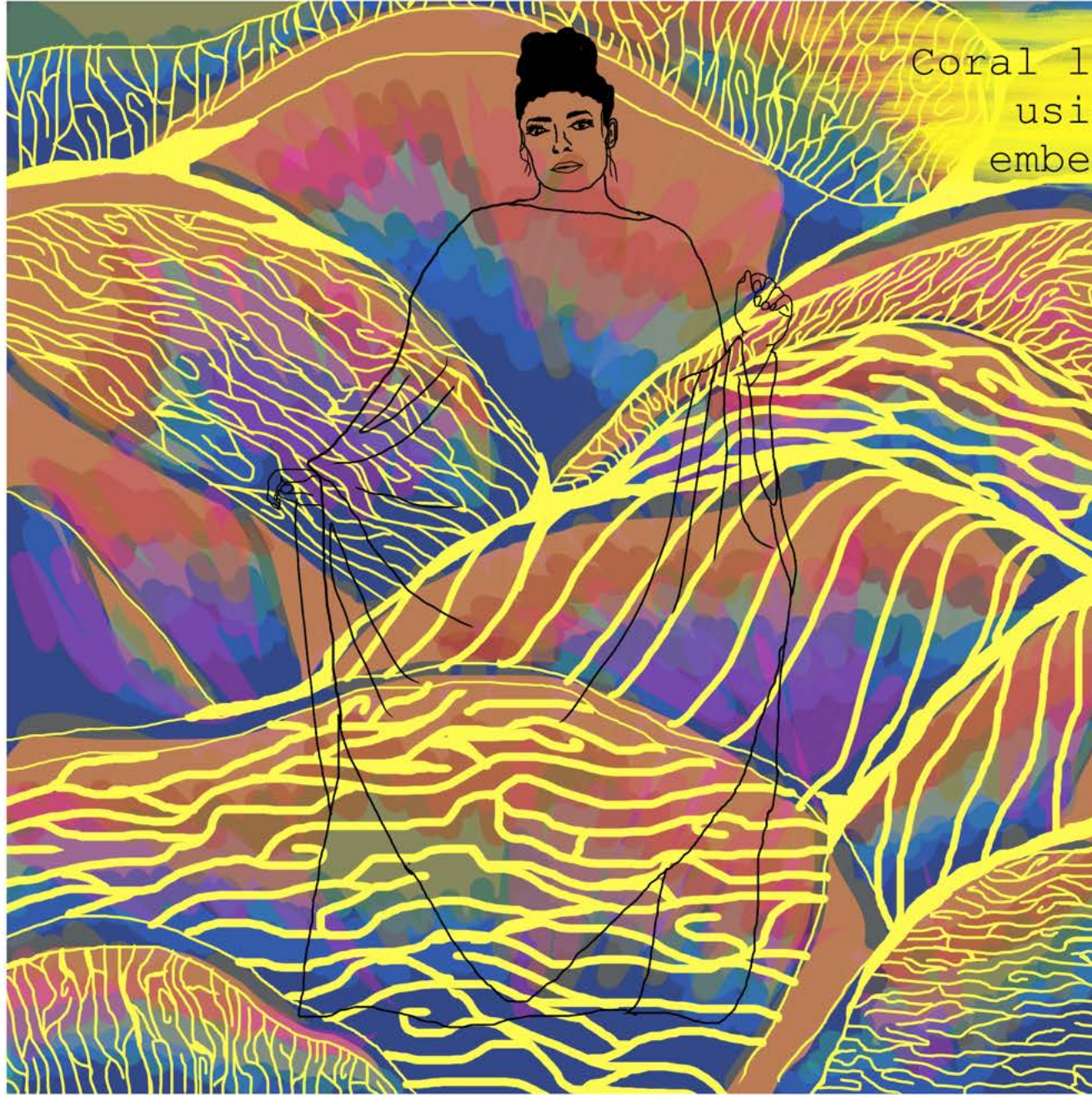


Dot detailing



Coral line detailing

Vivid tranquility



Coral line detailing  
using sequin  
embellishments



# Vivid tranquility

Spring/summer 2020



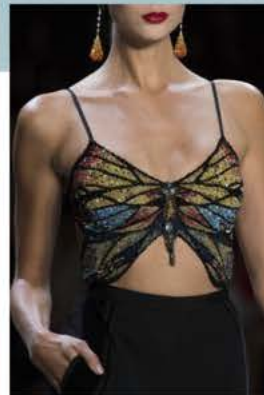
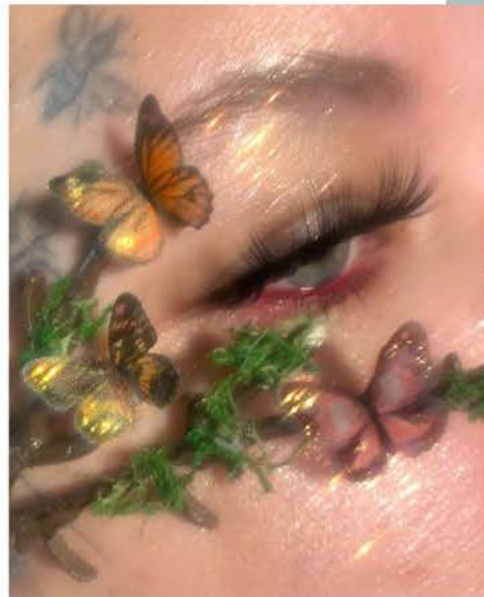
# Vivid tranquility



Spring/summer 2021



Harmony,  
tranquility  
and peace



Equilibrium

Floaty and free



Equilibrium



Ruffles, poofs  
and pastels

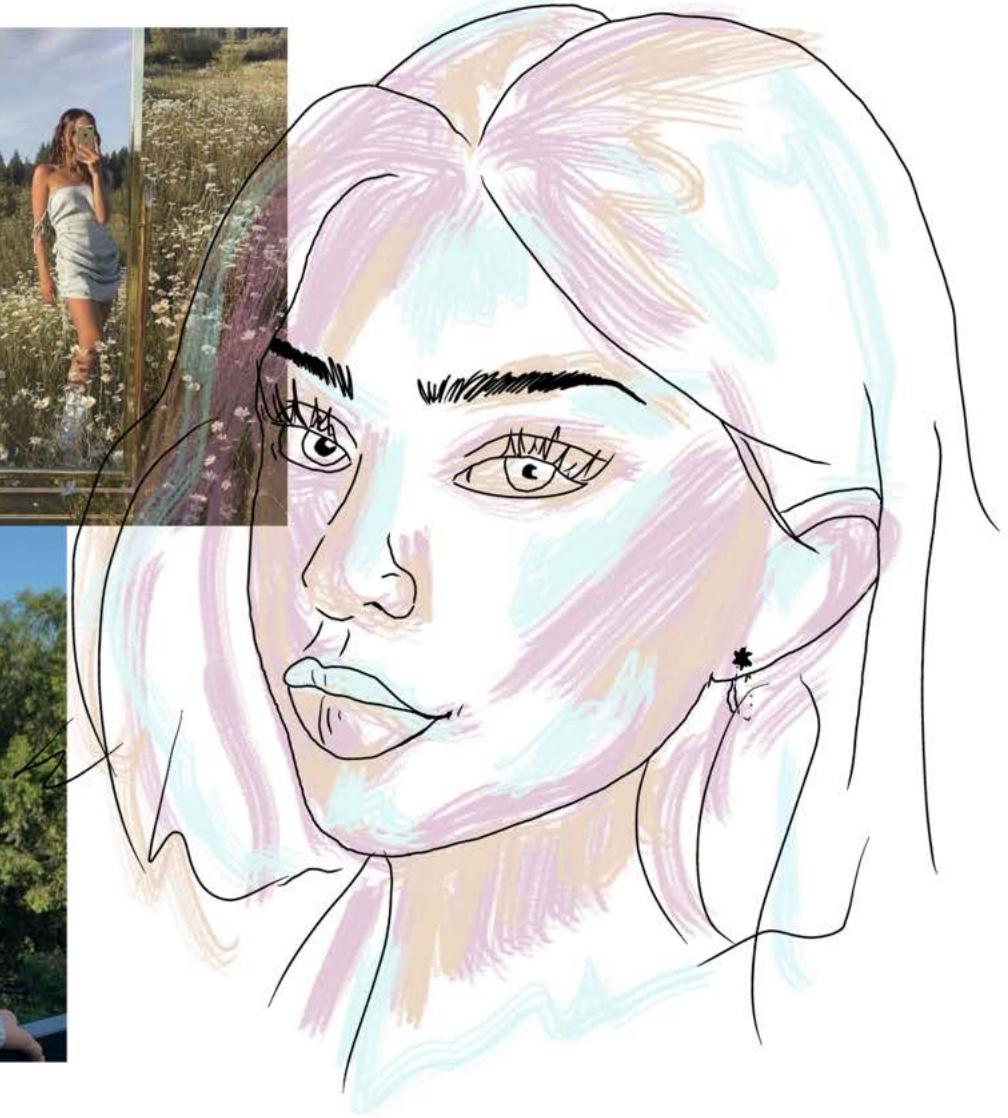


Printed fabric -  
pattern and  
texture





Equilibrium



Equilibrium



Equilibrium print



# Equilibrium

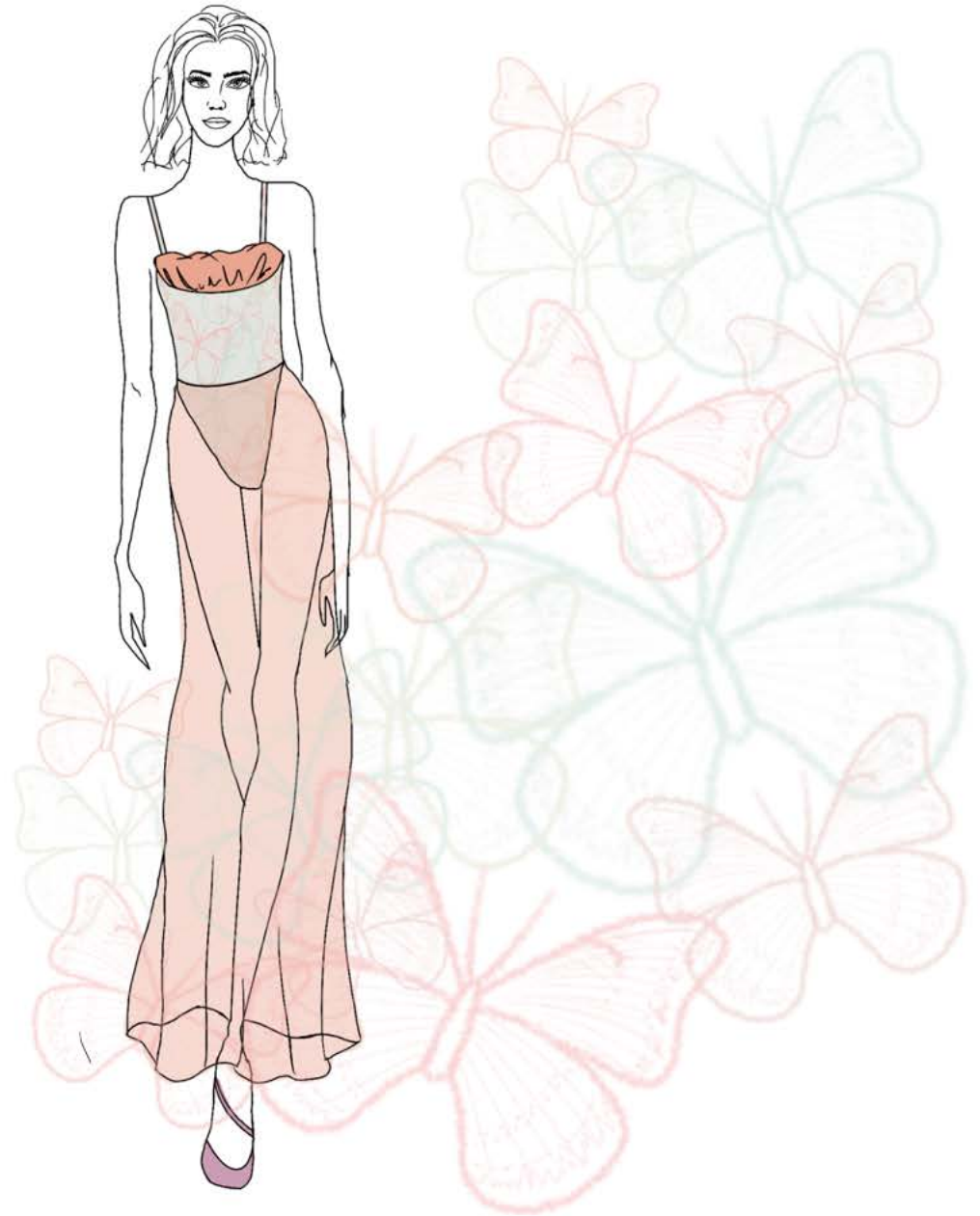
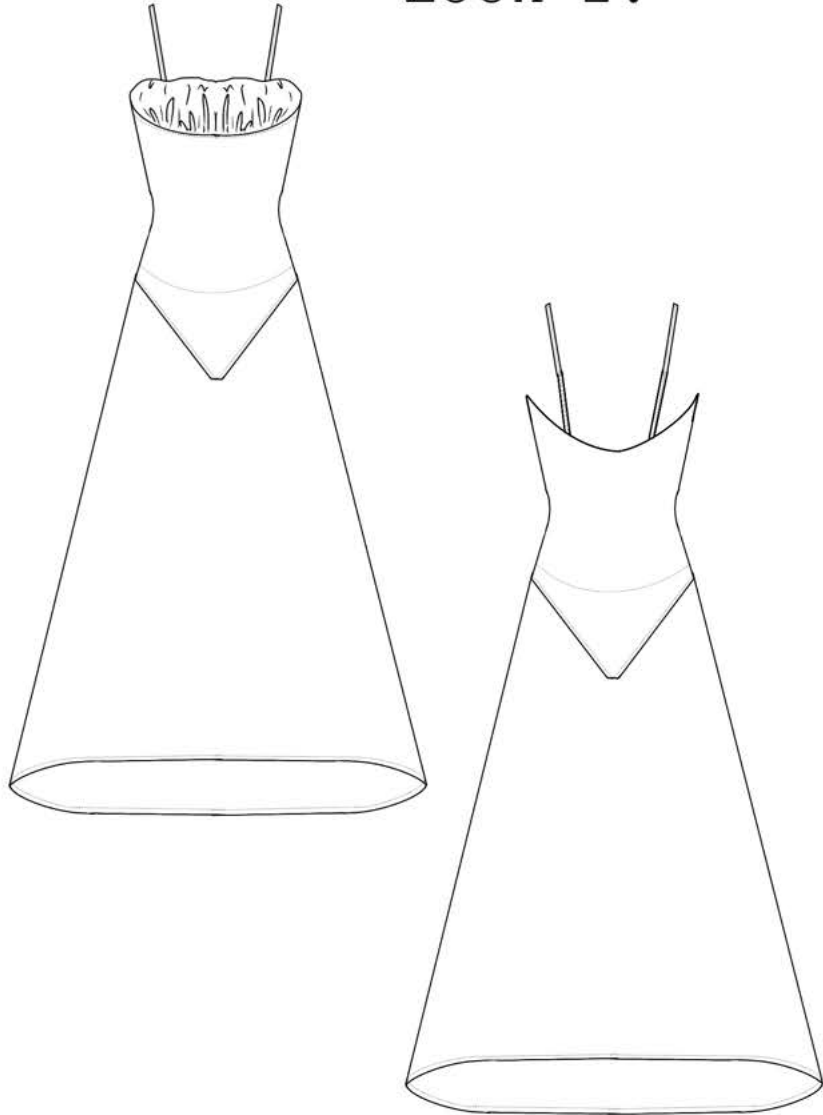
Look 1:





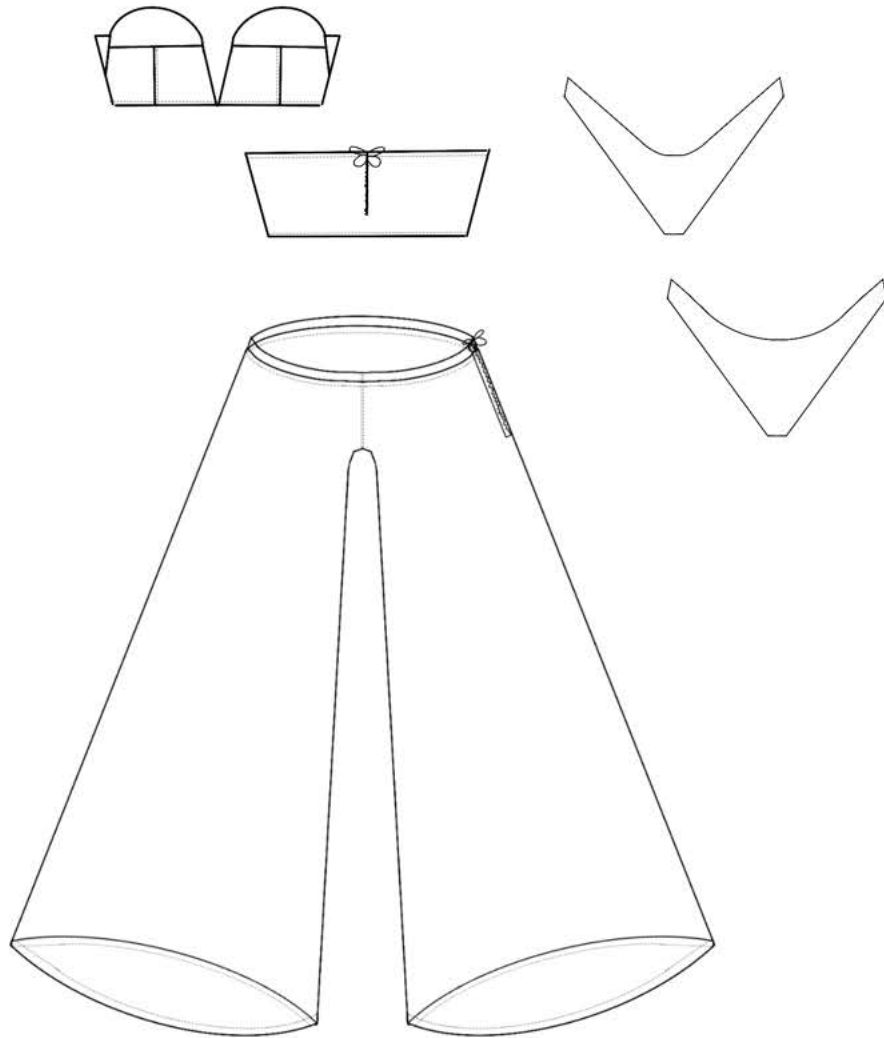
# Equilibrium

Look 2:



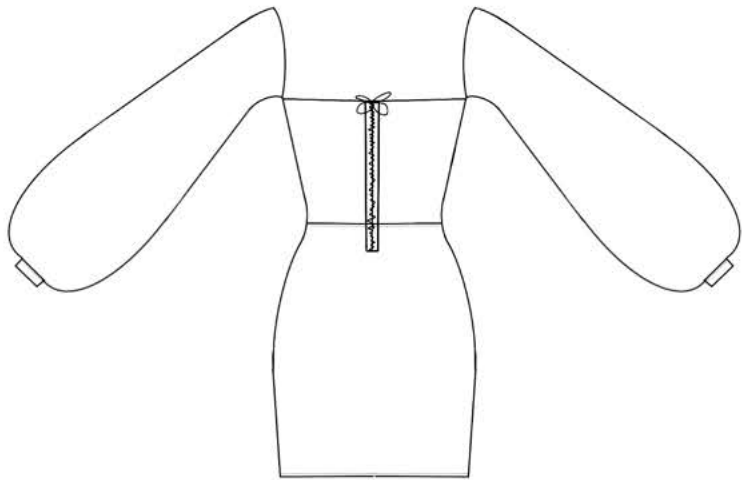
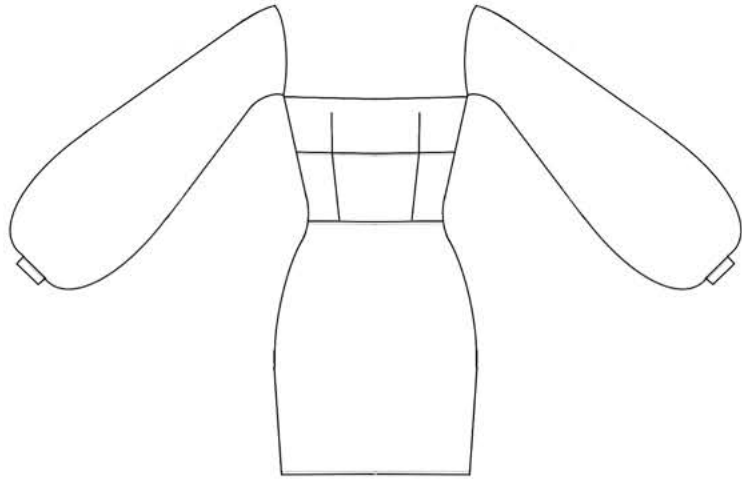
# Equilibrium

Look 3:



# Equilibrium

Look 4:



# Equilibrium

Spring/summer 2021



# Fernweh

-“the longing for distant places.  
The desire and aching to travel”

Fall/winter 2020

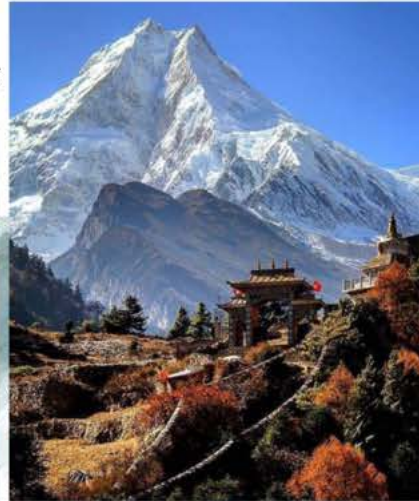


# Fernweh

-“the longing for distant places.  
The desire and aching to travel”

A creative representation of backpacking  
through Iceland and Canada

Mood board



An artistic depiction of a capsule wardrobe for the exploration of Canada and Iceland's wilderness. A mix-and-match of garments designed to be layered for different weather conditions and comfort change.

# Trends and research

Inspired by current trends, layering, Bohemian and comfort are style focuses of this collection

Uniquely weighted knitwear

Contrasting vibrant and muted colour

Fernweh



Layering

Boho and travel

Pantone spring/summer 2020  
London Fashion Week

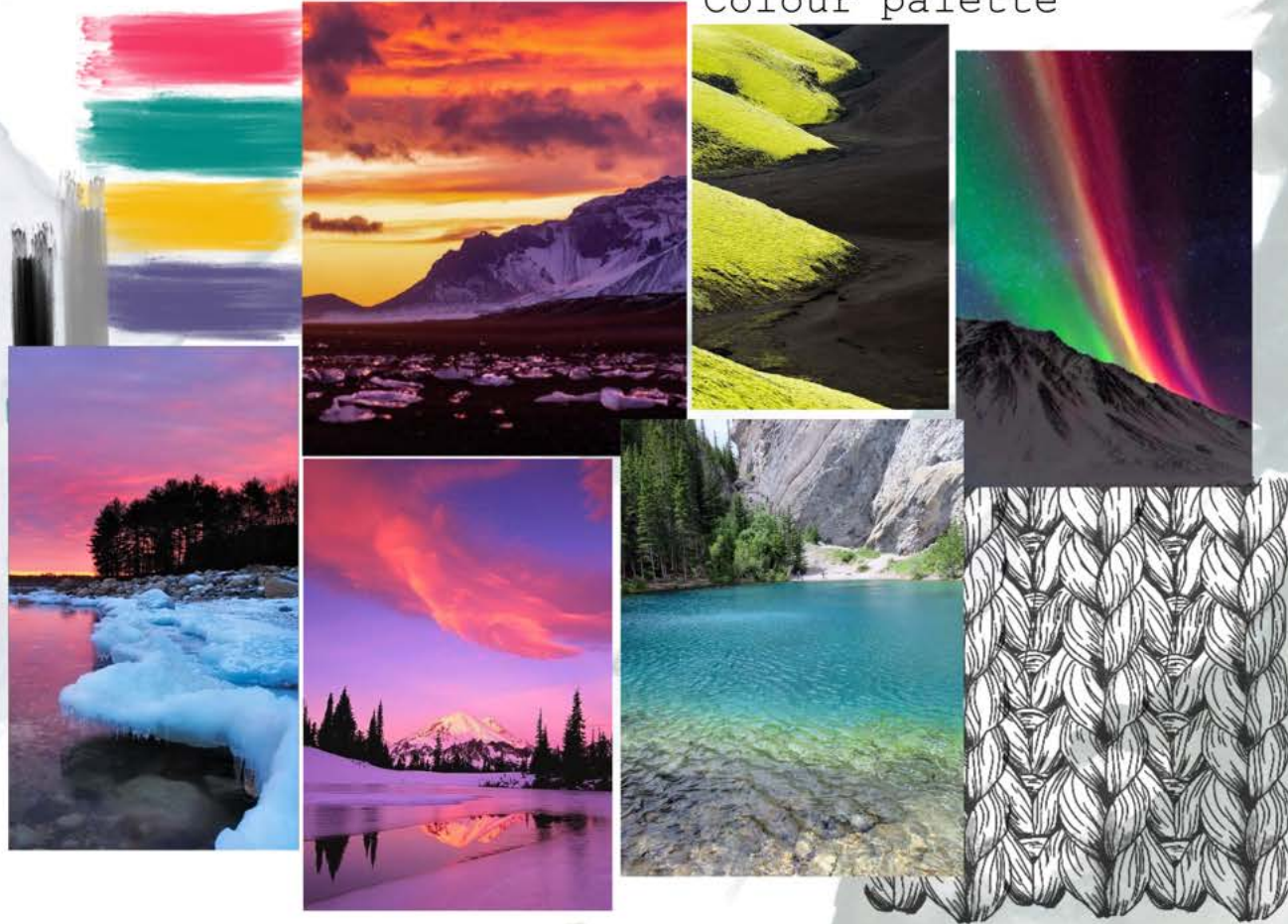


Fall/winter



Inspired by nature's vibrant and unique creations. And the colours that may be seen during the adventure.

Colour palette



Fernweh



Client/market audience

"The wanderlust traveller"



Travelling the world before it's too late. Before pollution completely destroys the beauty of earth. I was inspired by my dreams and wishes; I have a love for the cold winter and travelling, camping and visiting places which comprise of the intriguing cold climate scenery.

I imagine a young boho, free-willed girl using this capsule collection as her wardrobe for these adventures to Canada and Iceland.



Fernweh



# Fernweh

-“the longing for distant places.  
The desire and aching to travel”

Look 1:



# Fernweh

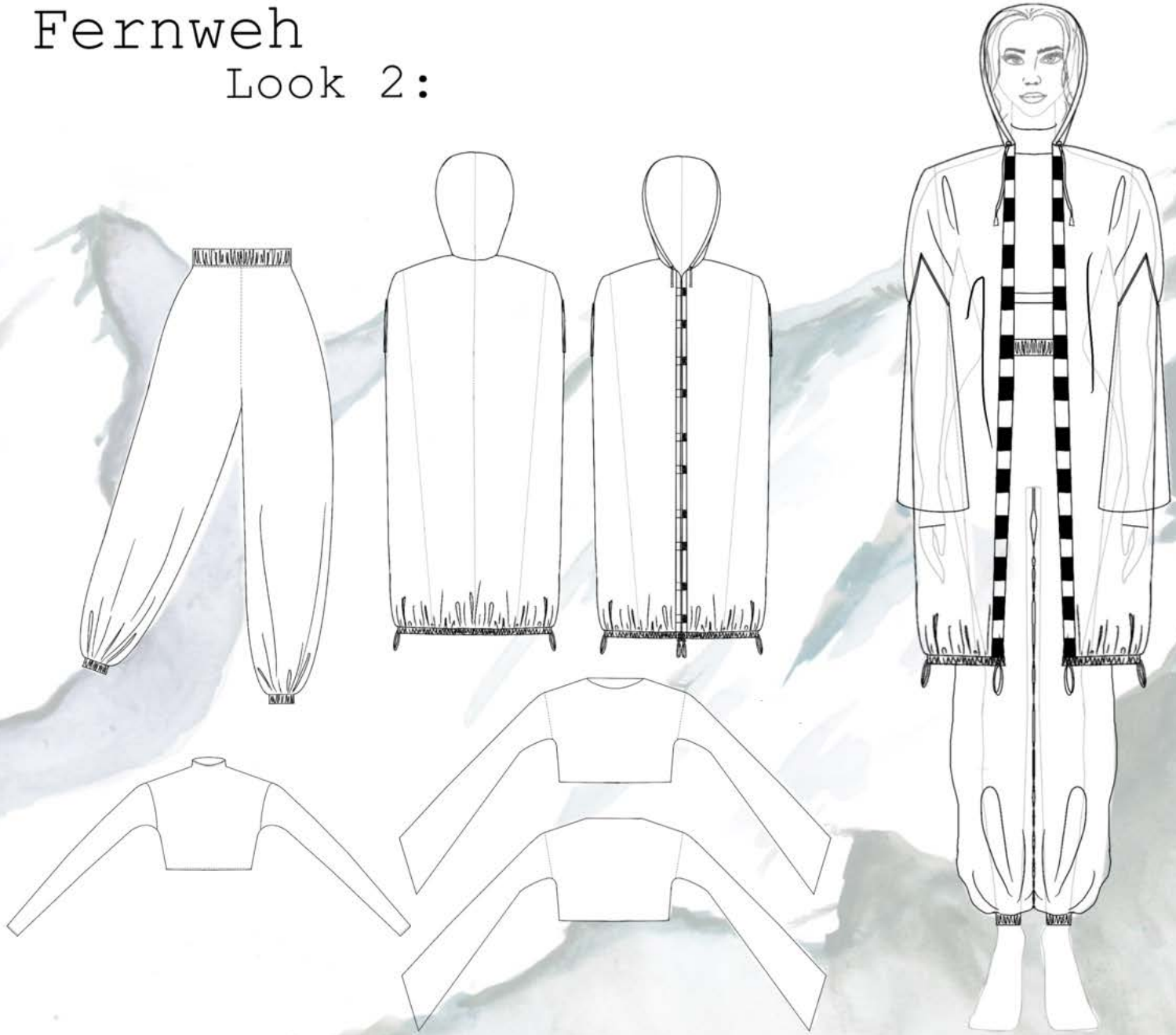
-“the longing for distant places.  
The desire and aching to travel”

Look 2:



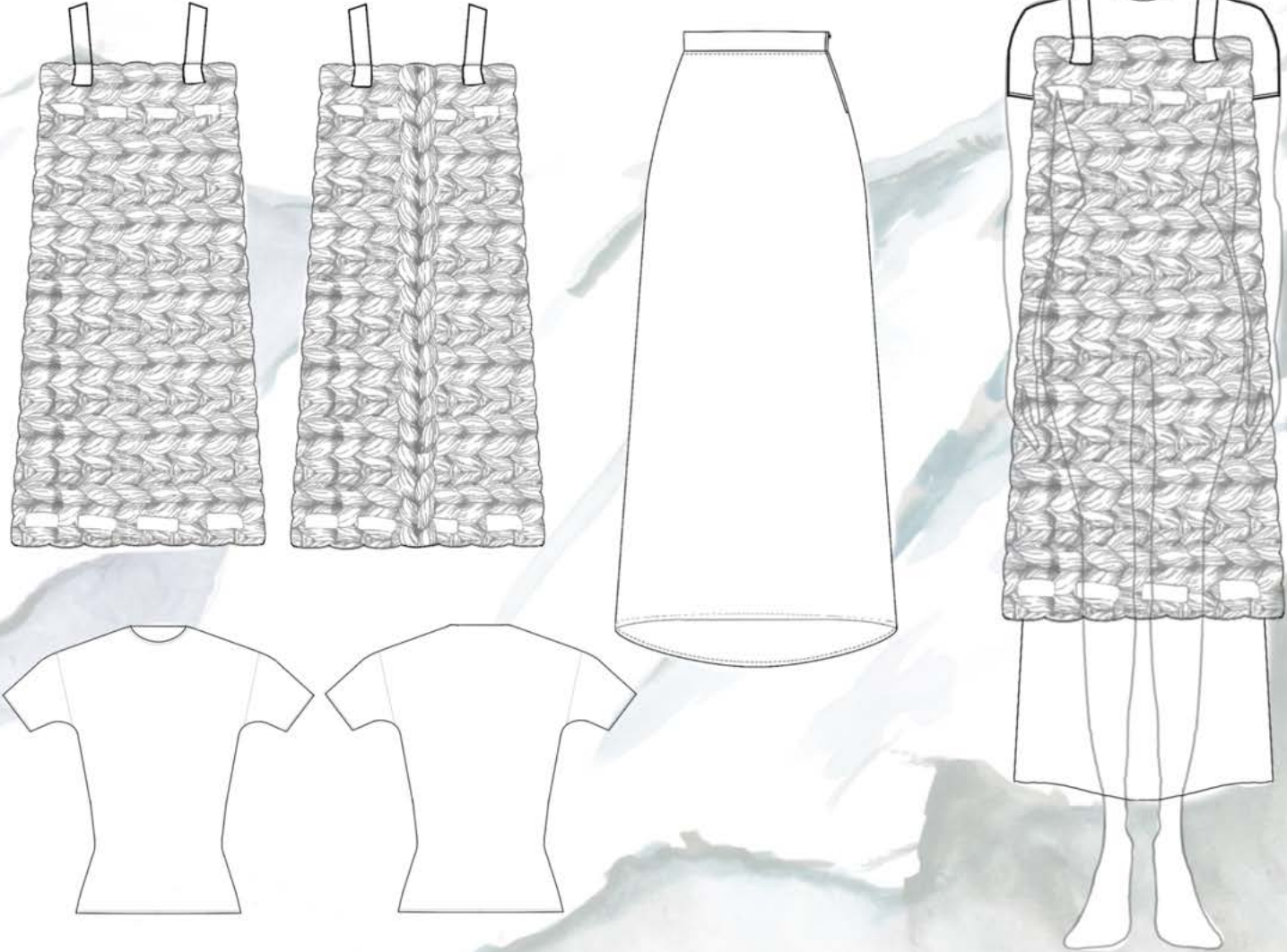
# Fernweh

## Look 2:



# Fernweh

Look 2:



# Fernweh



Varied fabric weights  
for layering.



The capsule collection can be  
interchanged with one another to  
adapt to wether change and style  
variation.

Fall/winter 2020

# Fernweh- Accessories and extra's

Knit dress can be folded and used as a cushion or seat.



Raincoat can also be used as temporary shelter



Knitted bag to hold any accessories and tent pegs.



Knit hat to keep warm