







Insaintiy









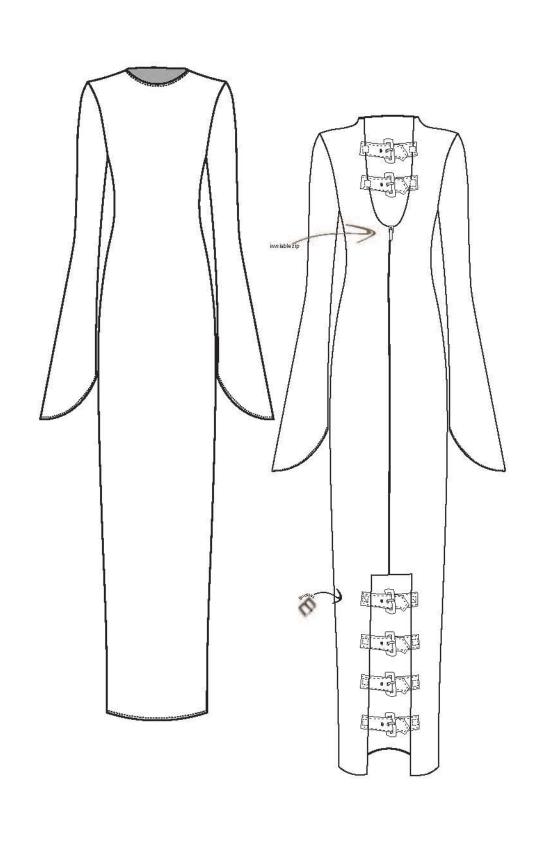




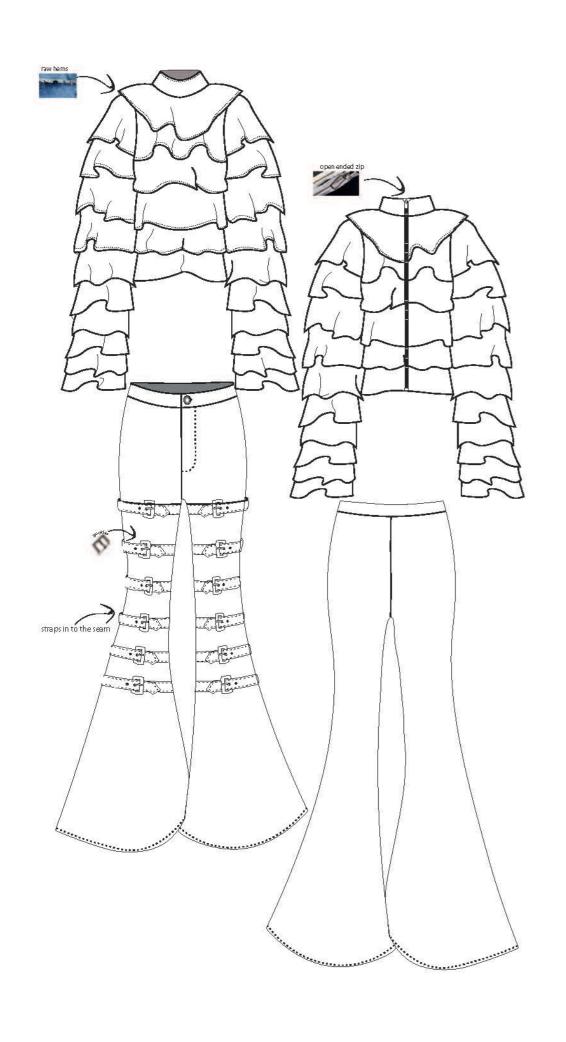






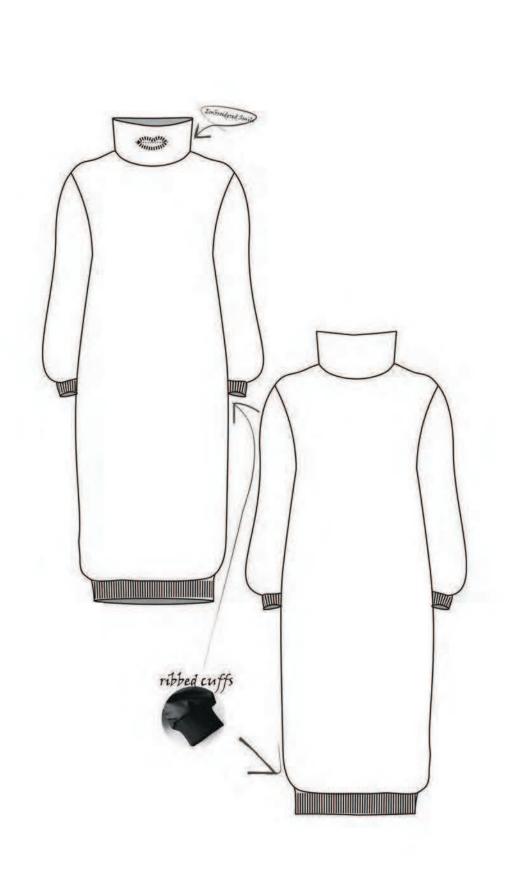






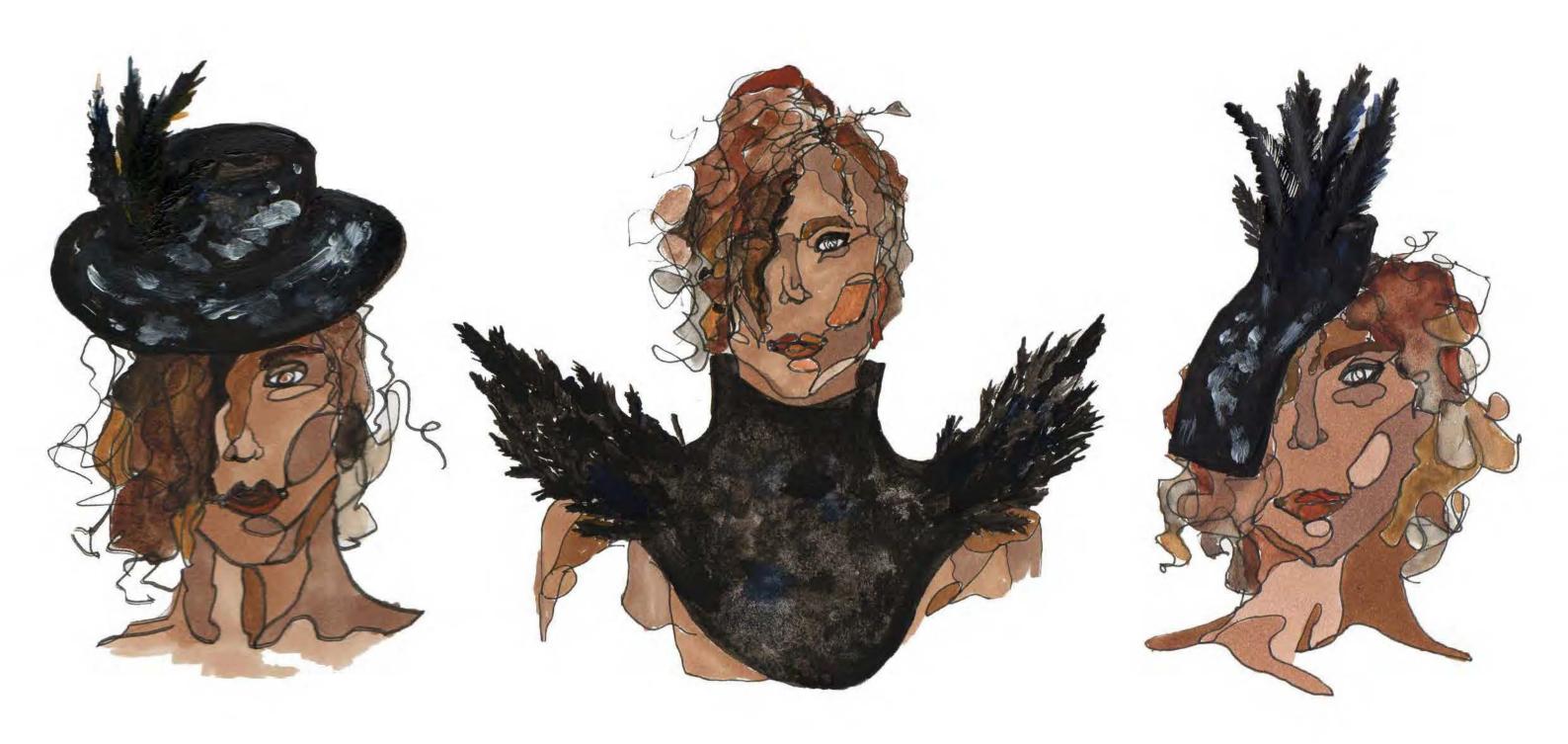






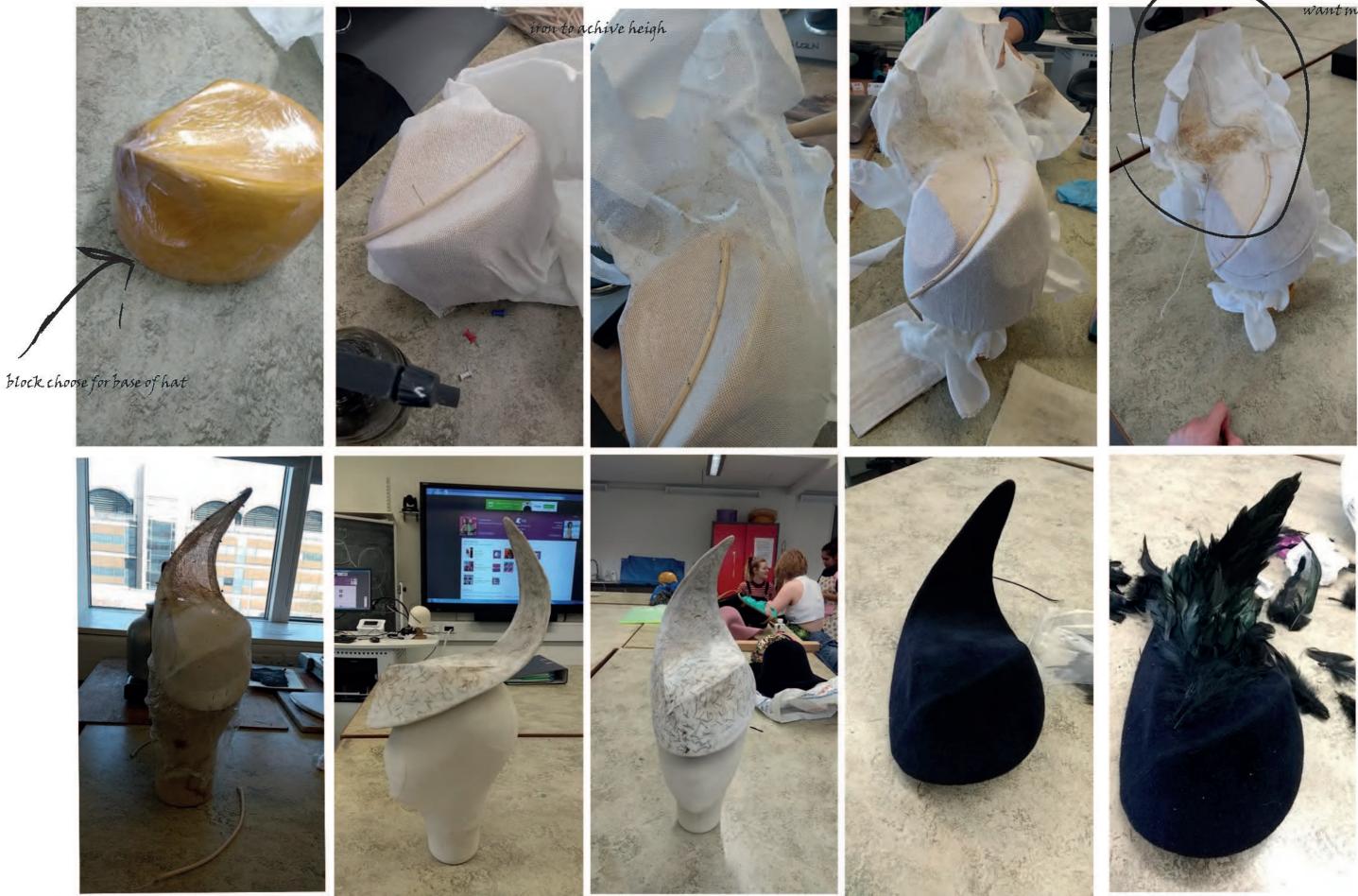








wire shape changing want more softer curve



made shape in to a flowing curve

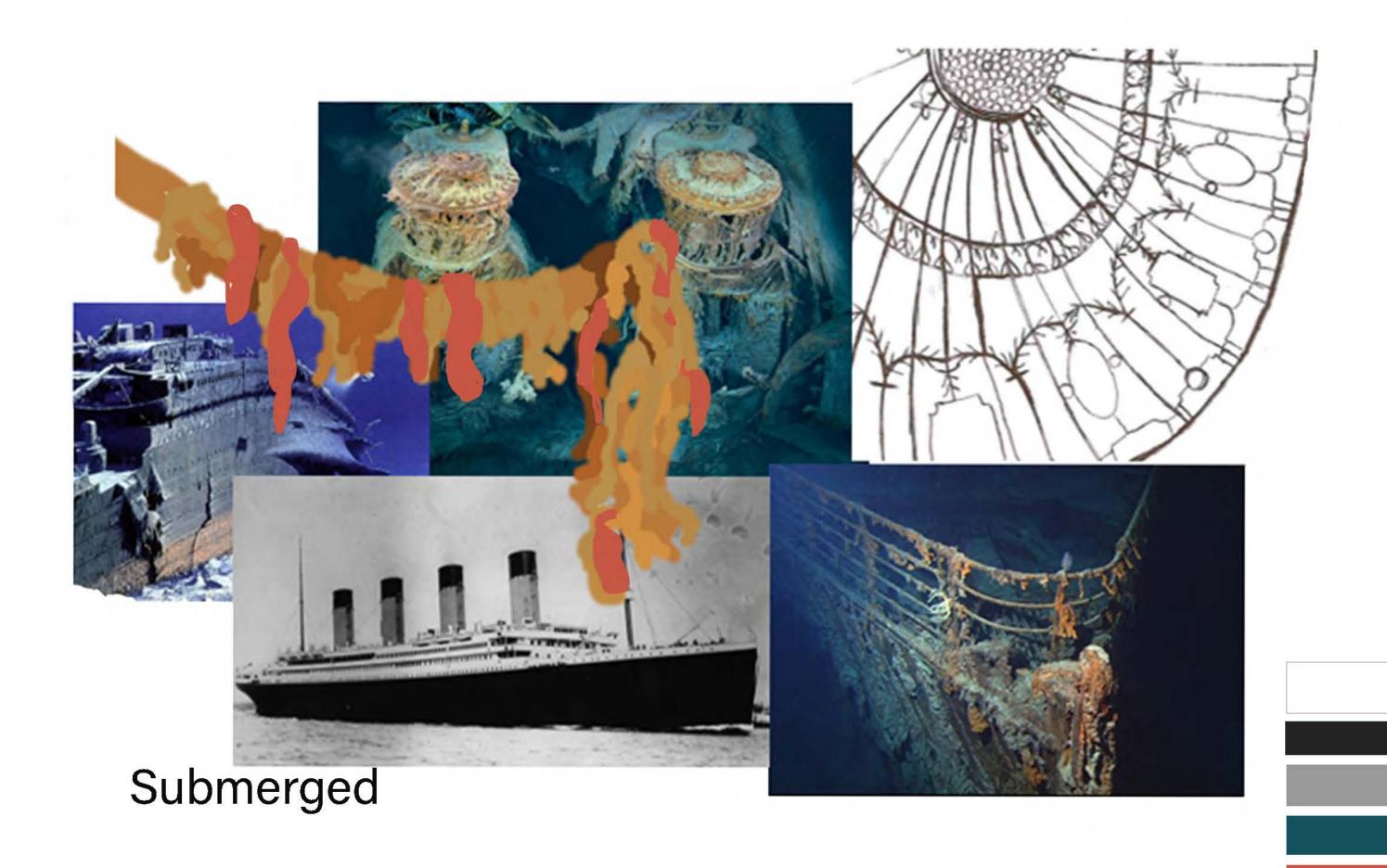








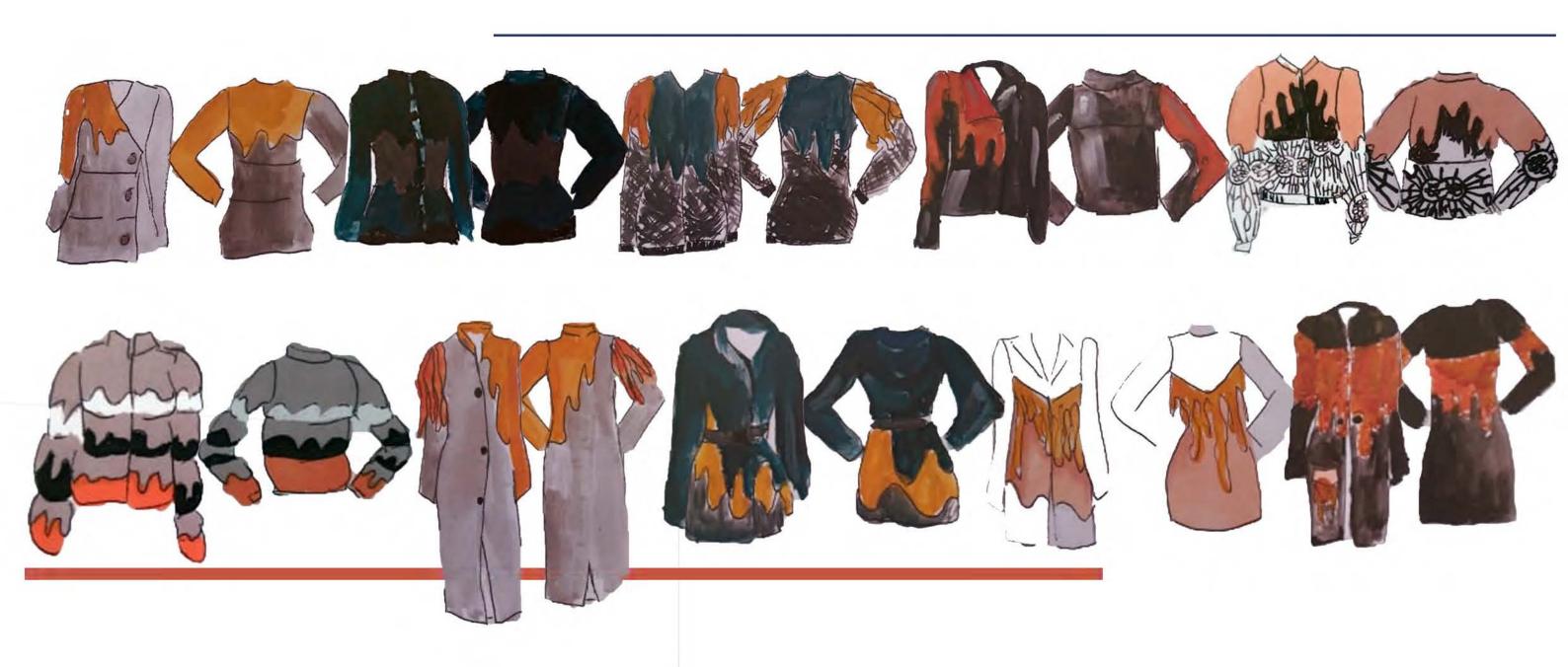




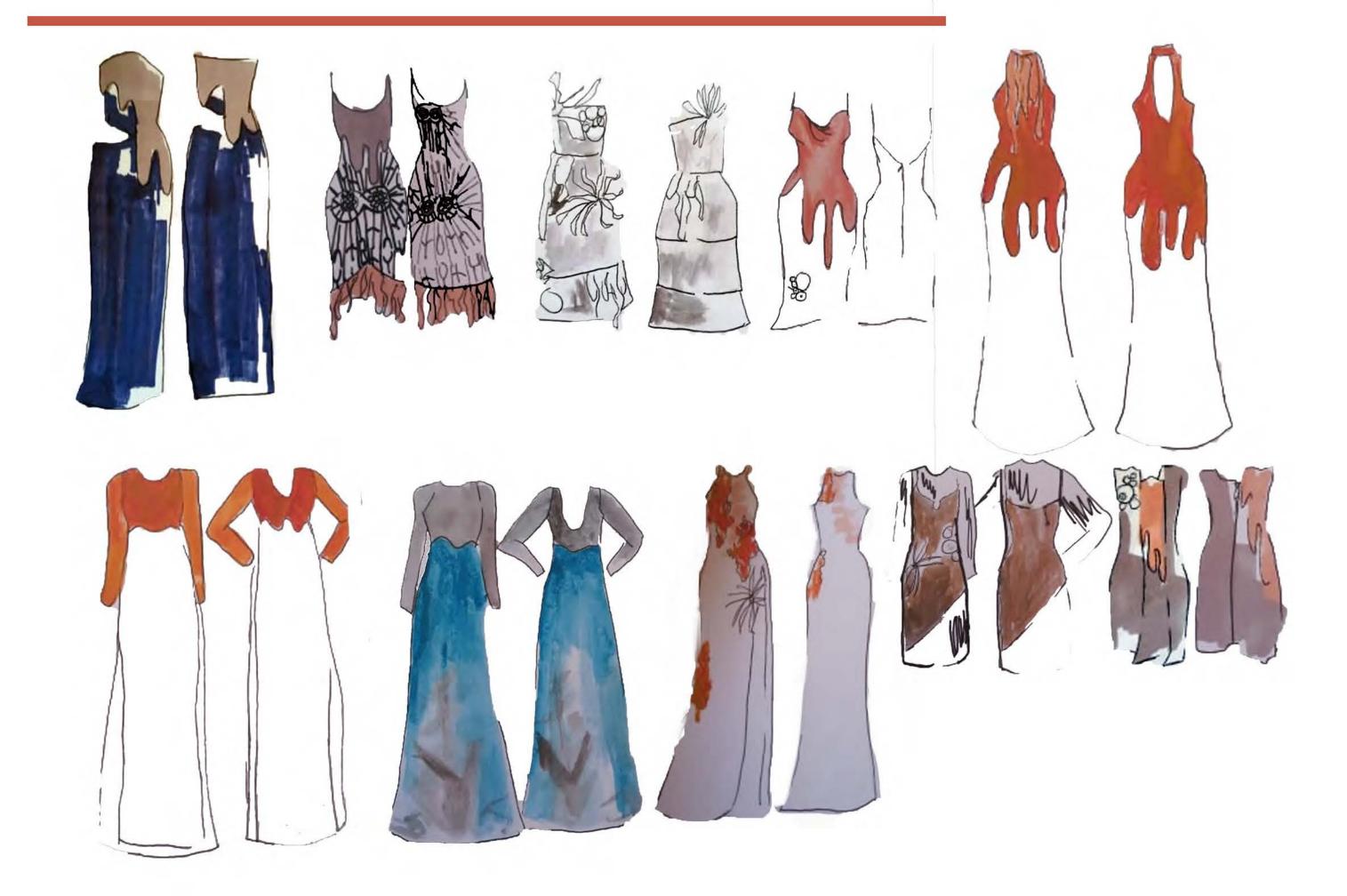




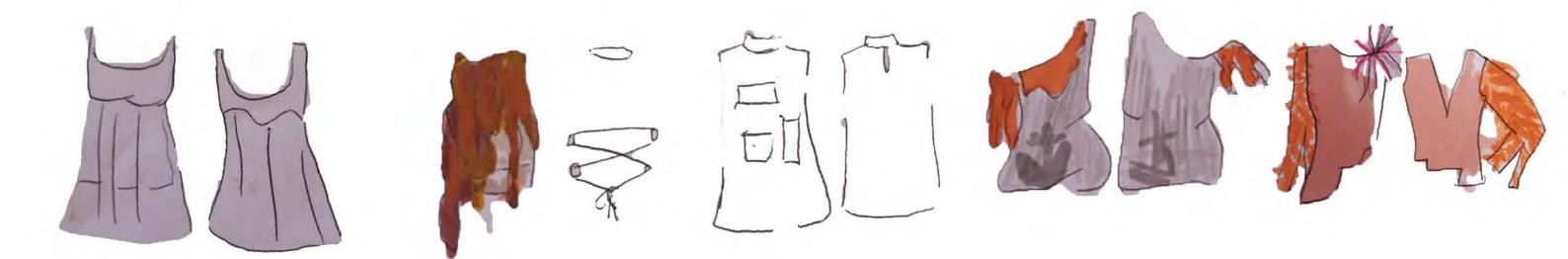








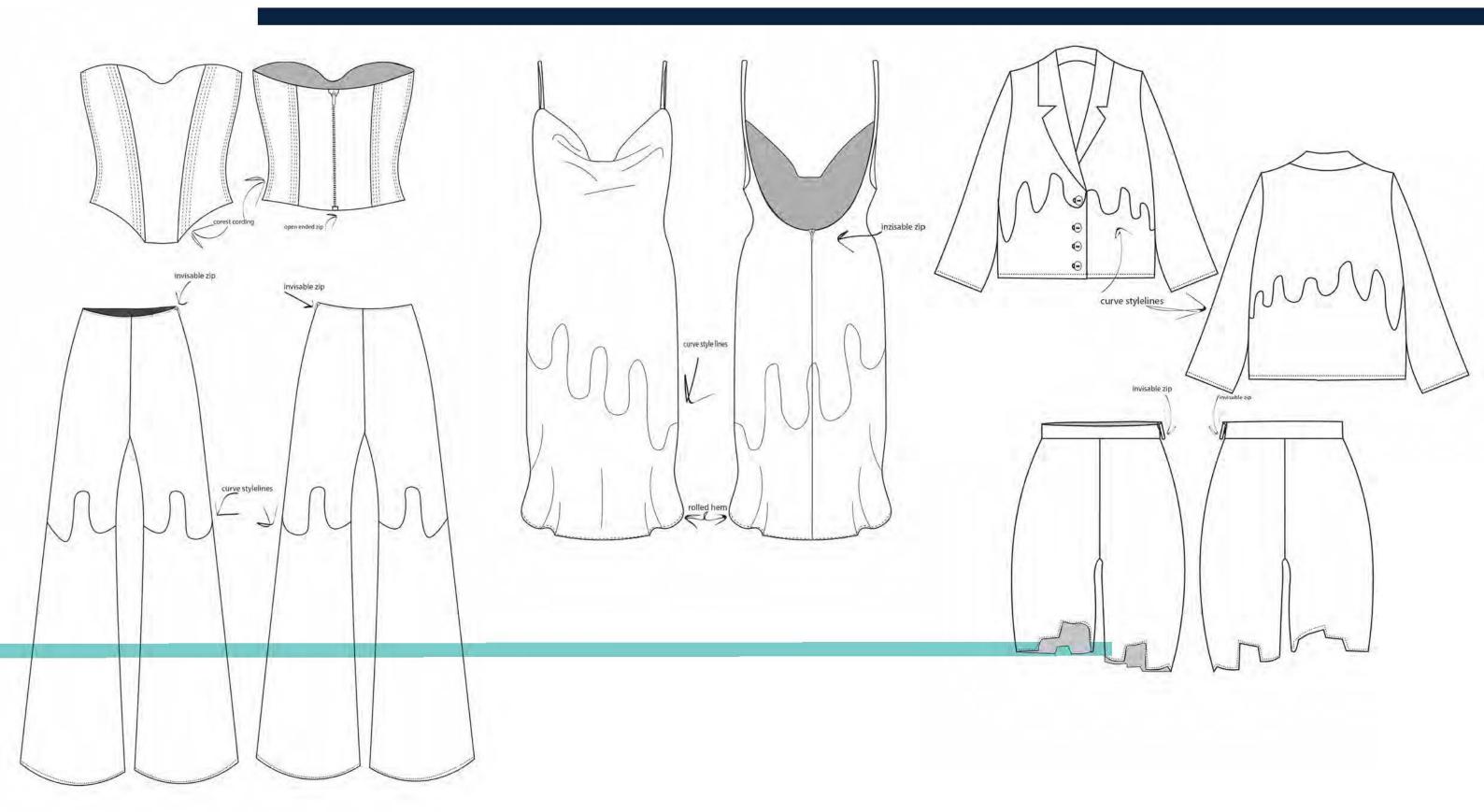


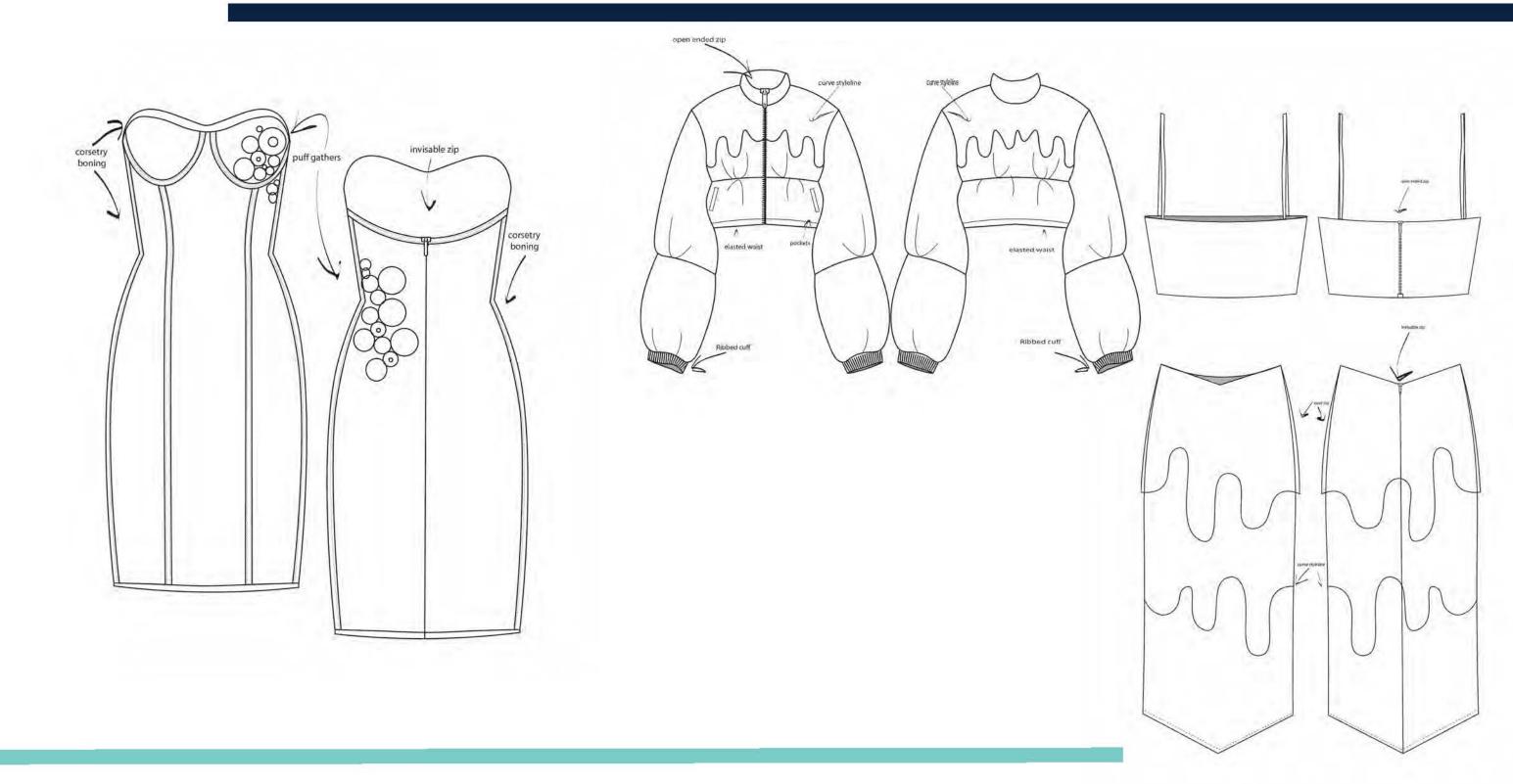










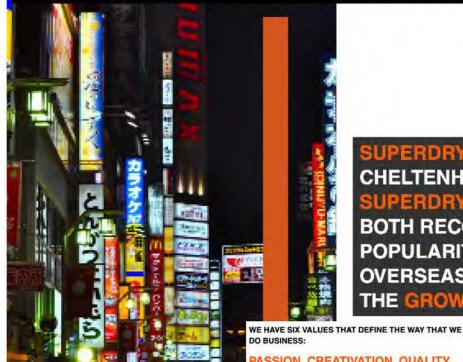




RESEARCH BOARD

Superdry is a contempory brand that fouces on high quality product. The brand fuses janpanese -inpired graphics and vintage american with the british style.

Julian Dunkerton and James Holder created the Superdry. In 2003 Superdry became a British succes story . Superdry was born after an inspirtaion trip to Tokyo . Julian began his story in the fashion industry with a a clothing stall at cheltenham market, which turned into brand cult clothing . James background was with experimenting with design and screenprinting and eventually fouded the brand Bench. The two mixed their styles and passion in to Superdry . The mix of tailoring, high quality fabrics and vintage washes along with typography and graphics is apart of the Superdry vison.



SUPERDRY BEGAN IN 1985 IN CHELTENHAM. SINCE THEN THE SUPERDRY BRAND HAS GAINED BOTH RECOGNITION AND POPULARITY IN THE UK AND OVERSEAS AND THIS UNDERPINS THE GROWTH OF THE BUSINESS.

PASSION, CREATIVATION, QUALITY, FAMILY, INDIVIDUALITY AND FUN.



RESEARCH BOARD

The Age Profile Of Our Customers By Territory.

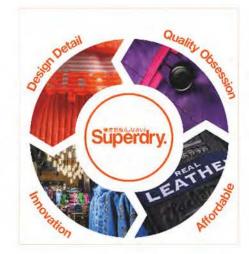
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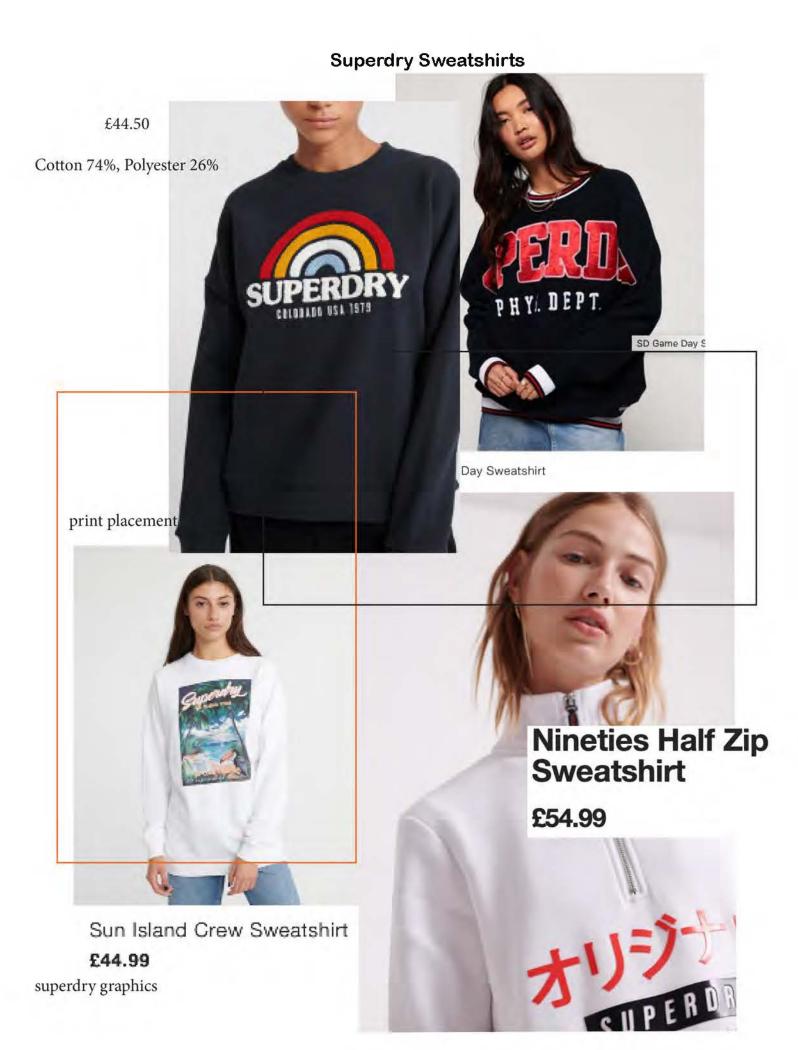
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Womenswear-Our Focus.

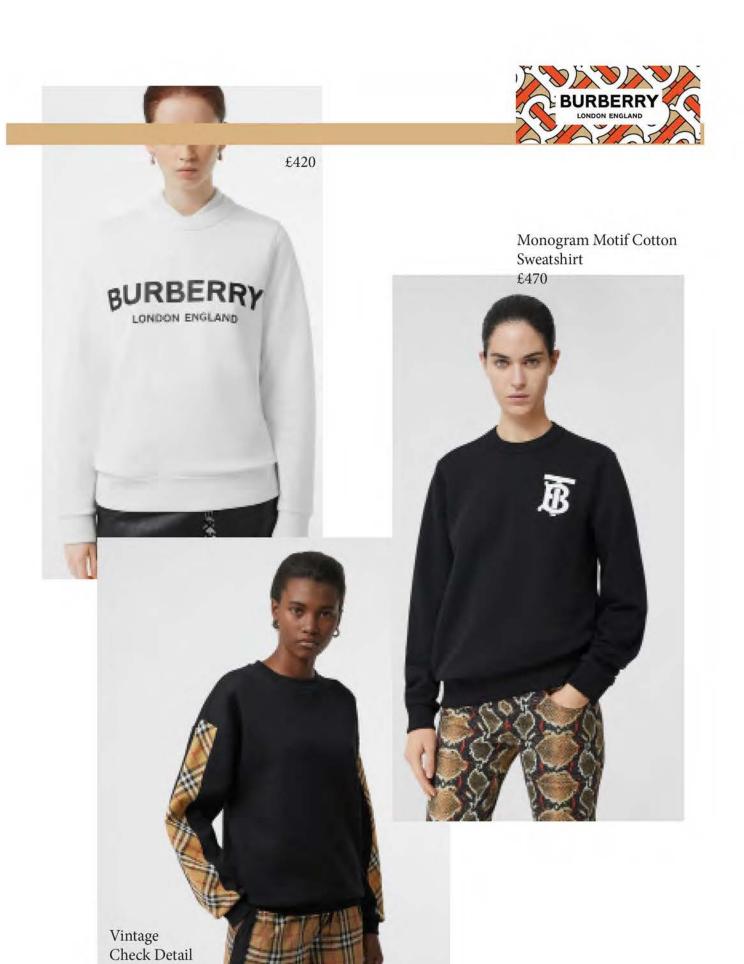
- Maintain No1 position in current category winners: Iconic hoodies and sweats
- Grow market share in knitwear, outerwear, tops and shirts, denim
- > Bring in newness-this is key
- Apply our learnings from the iconic heartland-dispel 'masculine' brand myth





Superdry® Market RESEARCH BOARD £44.95 adidas 👙 Women Originals Sweatshirt £62.95 Crop Top £59.95





Cotton Blend Sweatshirt £420

Superdry (B





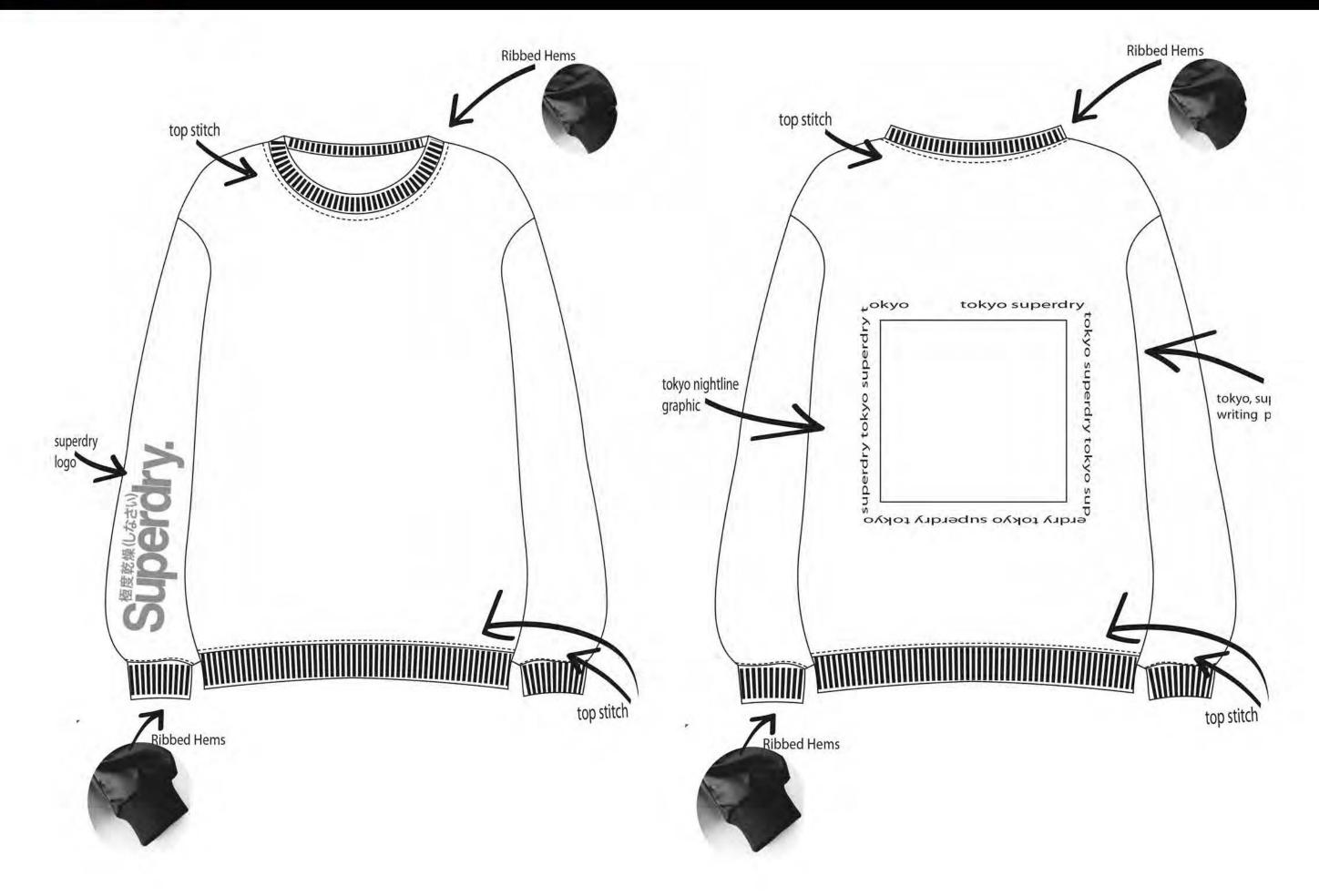
















SAHRA' PRINTSET









