

SUPERDRY® 冒險魂



MISSION

Inspire and engage style obsessed consumers - while leaving a positive environmental legacy.

SUPERDRY® 冒險魂

OPPORTUNITY - DEFINED BY CONSUMER SEGMENT

9 CONSUMER SEGMENTS (+3)

18,566 DATA POINTS

97 MILLION CONSUMERS

6 KEY MARKETS FOR SUPERDRY D2C

UK / Germany / France / Belgium / Holland / USA

£170 BILLION ADDRESSABLE MARKET

TREND SETTER

FASHION FOLLOWER

CONFIDENT MAINSTREAM

TEEN

GAP YEAR

GRADUATE

CULTURED

NEW

£8.4 BN
5%

£22.2 BN
13%

£17.5 BN
10%

NEW

£14.4 BN
9%

£27.1 BN
16%

£30.4 BN
18%

NEW

£8.0 BN
5%

£14.8 BN
9%

£25.0 BN
15%



A photograph of three models standing against a plain, light-colored background. The model on the left is a young woman with long blonde hair, wearing a black jacket over a pink crop top and light blue jeans. The model in the center is a young man with a shaved head, wearing a pink t-shirt with a Superdry logo and dark jeans. The model on the right is a young woman with dark hair, wearing a grey sweatshirt with a Superdry logo and light blue jeans with a brown belt. The text 'We have a vision to engage our target consumers through the value of style.' is overlaid in white on the image.

We have a vision to
engage our target consumers
through the value of style.

SUPERDRY® 冒險魂

BRAND CONSTRUCT - BUILT ON VALUE OF STYLE

4 STYLE
CHOICES



CASUAL
& VINTAGE

SOPHISTICATED
& MINIMAL

ENERGY

SPORT

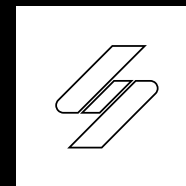
3 X SUPERDRY
CONCEPT BRANDS



1 X SPORTS
PERFORMANCE
DIVISION



4 X SUPERDRY
COLLECTIONS



ORIGINAL
& VINTAGE

SUPERDRY
STUDIOS

SUPERDRY X

SUPERDRY
CODE

STYLE. THE UNLOCKER FOR TARGET CONSUMERS

We believe that style will unlock our future potential, and that understanding consumers' style choice is the key to succeeding in our brand mission and achieving our business ambition;

ORIGINAL & VINTAGE

	TEEN	GAP YEAR	GRADUATE	CULTURED
TREND SETTER	13 → 15	16 → 24	25 → 34	35+
FASHION FOLLOWER	13 → 15	16 → 24	25 → 34	35+
CONFIDENT MAINSTREAM	13 → 15	16 → 24	25 → 34	35+

SUPERDRY CODE

	TEEN	GAP YEAR	GRADUATE	CULTURED
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SUPERDRY STUDIOS

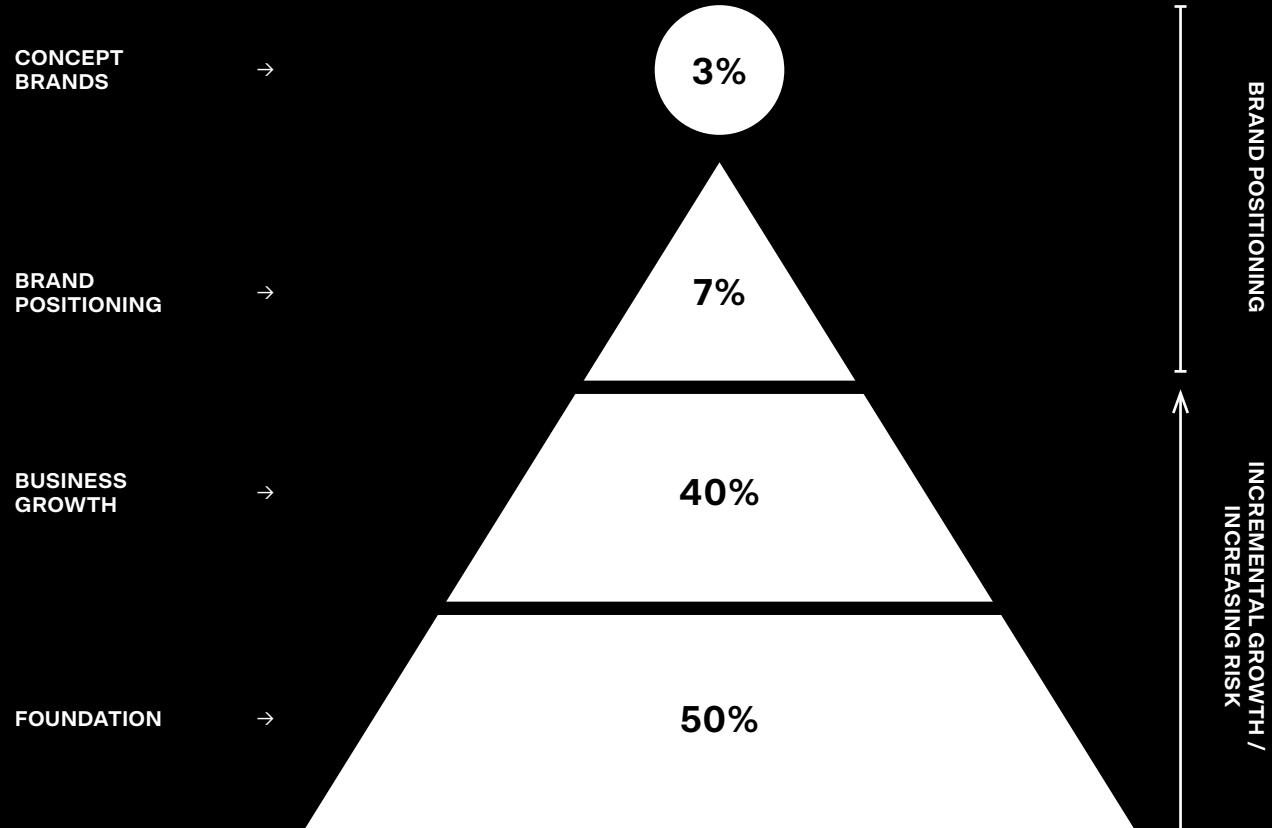
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SUPERDRY X

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FASHION FOLLOWER	13 → 15	16 → 24	25 → 34	35+
CONFIDENT MAINSTREAM	13 → 15	16 → 24	25 → 34	35+

COLLECTION SEGMENTATION

(% Option Mix of the 4,000 option per season)





ORIGINAL & VINTAGE

ICONIC PIECES WITH PASSION



ORIGINAL & VINTAGE

OUR STORY

A story built on the love of provenance and respect for the maker.

A story built on an obsession with detail and a passion for unique style.

OUR BELIEF

Great craftsmanship is built on strong relationships.

And at the heart of strong relationships lie great stories.

OUR VISION

To create iconic pieces with passion.





A woman with short dark hair, a nose ring, and hoop earrings is sitting in a relaxed pose against a solid light blue background. She is wearing a beige, textured knit sweater. Her right hand is resting on her forehead, and her left hand is tucked under her arm. The overall mood is calm and minimalist.

SUPERDRY STUDIOS

TIMELESS PIECES
FOR THE CONSCIOUS WARDROBE

OUR STORY STARTED WITH LOVE

We are a brand that combines the need for quiet luxury with forward thinking fabrications, impeccable quality and attention to detail.

OUR BELIEF

We have always believed there is a future in fashion.

OUR VISION

To establish a cult following of quiet luxury, with integrity and impeccable quality.





SUPERDRY X

FEARLESS SELF EXPRESSION



SUPERDRY X

OUR STORY

I am fearless.

OUR BELIEF

Energy is fearless self-expression.

Energy is the source of creativity.

Energy attracts energy.

Energy cannot be destroyed.

OUR VISION

To deliver style stories without boundaries.





SUPERDRY CODE

AUTHENTIC AND PREMIUM ATHLETIC DESIGNS

SUPERDRY



冒險魂





SUPERDRY CODE

OUR STORY

We are a brand that believes in the democratisation of style.

OUR BELIEF

We believe in the power of the tribe.

We believe in the creation of Unique Team Players.

OUR VISION

To empower youth culture. We will enable them to align with the tribes they choose.





A person with braided hair, wearing a white athletic jacket with a mesh panel on the side and striped cuffs, is captured in a dynamic, mid-motion pose. The jacket is billowing out, suggesting movement. The background is a dark, solid color. The text 'PERFORMANCE SPORT' is overlaid in the center in a large, white, sans-serif font.

PERFORMANCE SPORT

WIN DIFFERENT



SUPERDRY
PERFORMANCE SPORT

OUR STORY

In 2014 we took on the mountain sending out a message to the rest of the sports world.

No one invited us.

But that made the challenge even more exciting.

In our chosen disciplines Run, Train, Flex, and Snow we push to achieve our personal best.

We win, and we do so on our terms.

We champion those who want to win differently too.

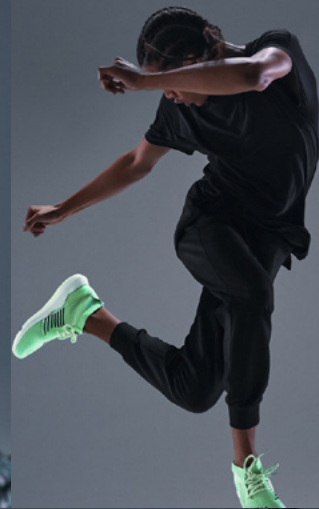
OUR BELIEF

Sport is an adventure into personal expression.

It allows us to realise our personal best.

OUR VISION

To build a forward thinking top 5 sports brand in our own style.



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