

GET READY FOR EVERYTHING.

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CREATIVE & STYLING MANAGER - CHELTENHAM

WHO WE ARE

Superdry have been making world class product for 20 years, and we're proud of it. Our mission is to inspire and engage the contemporary style obsessed consumer, whilst leaving a positive environmental legacy.

Together, we have built a brand that has cut through the global apparel market at record speed, taking market share from brands that have existed for decades.

We are now on an exciting journey to reset our brand and return to our design-led roots and we are looking for talented people to join us on our journey.

At Superdry our in-house photo studios are run by a team of creative professionals; collaborating to deliver inspiring imagery and film for our ecommerce and digital marketing channels. Teams cover Art Direction, Production, Styling, Photography, Film and Retouching,

THE ROLE

The Creative & Styling Manager will report into the Head of Creative Operations and will work as part of the Brand Creative Agency Team. The core focus of the role is to provide creative guidance for ecom/B2B shoots and to set new standards for the styling team to ensure product feels current and on trend, appealing to the style obsessed consumer. You will be the main point of contact for styling and will forge strong relationships with product design teams to ensure your collection knowledge is flawless. You will lead and inspire a team of stylists and hair/make-up artists who are responsible for delivering year-round content for ecommerce & B2B. The team also deliver styling for seasonal lookbooks & campaigns in collaboration with external stylists.

YOU WILL

- Work collaboratively with the Ecom Production Manager, Casting Manager and shoot teams to ensure ecommerce content is delivered to the highest standard.
- Manage, train, upskill and inspire a team of stylists and hair & make-up artist who are responsible for delivering year-round trend driven styling for ecommerce, B2B, lookbooks and marketing campaigns.
- Take the lead with styling for model shoots and product shoots, work with the team on these projects to provide guidance, styling techniques and trend advice to enhance their work whilst working on set.
- Lead the creation of guidelines for art direction, styling, hair & make-up for ecommerce/B2B and ensure your team and freelancers understand the importance of producing work in line with these guidelines.
- Have a complete understanding of Superdry's brand strategy and appreciate the importance of the overarching brand guidelines, and how this reflects in your area of styling. Work with the Head of Brand Creative to establish an on-trend style direction for the brand and manage your team to deliver

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this.

- Work across our Original & Vintage, CODE and Sport collections, tailoring the styling to ensure it is relevant for the target consumer.
- As part of the casting process, in collaboration with the Casting Director, manage castings/fittings to ensure models are fit for shoots.
- Lead approvals with the Head of Brand Creative with regards to trend driven pieces/ accessories that will elevate styling.
- Have clear attention to detail and lead by example in all work-related activities, acting as a role model for your team.
- Keep up to date with industry shows, trends, street style, social movements, Instagram etc to stay inspired, bring the freshest ideas/approaches to styling. Maintain constant awareness of competitors, be ahead of the curve.
- Have a firm understanding of customer engagement and feedback in order to improve customer experience.
- Work collaboratively with the Creative Producers and Brand Creatives, review seasonal creative concepts for marketing campaigns and lookbooks, provide styling that delivers on a specific concept.
- Provide art direction ideas for ecom shoots only, be flexible to ideas from wider team and take art direction from Brand Creative team when working on lookbook and campaign shoots.
- Provide visual references / mood-boards and guidance for ecom and reactive shoots for ecom, CRM and social where necessary. Encourage the team to provide ideas and creative input to elevate these shoots.
- Take ownership over quality control, working with Photo / Film teams on image selection / edits and work with Photo/Styling/Retouch teams to ensure images are delivered to a high standard and products look premium every time.
- Constantly think outside of the box and bring new ideas to the team along with new processes and ways of working to drive efficiencies.
- Set new standards for presenting physical looks/ideas to stakeholders. Lead presentations / sign-off meetings with stakeholders at exec level & the CEO.
- Establish strong relationships with Collection Strategy, Product Design, along with Senior Management, the Exec team and CEO.
- Participate and host where necessary, critique sessions to discuss content created, take on board feedback and find creative solutions to improve creative results and overall output.
- Work with the Head of Creative Operations on resource planning and managing workloads for the styling & hair / make-up teams. Reviewing the seasonal calendars and ensuring output is met against scheduled projects across all workflows. Attend weekly planning meetings.
- Build a database of freelancers that are specific to your function; make recommendations for freelance artists that align to specific creative needs, work closely with producers to manage the booking and invoicing process.
- Manage the team when collaborating with freelance stylists on lookbook/campaign shoots when necessary. Supporting with sourcing and organization of product along with internal reviews / approvals.

YOU ARE

- An accomplished senior stylist/styling manager; with extensive hands-on model & product styling experience, for fashion brands and fashion editorials.

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- A confident people manager with proven experience of leading a large team of stylists working in a fast-paced studio with a high level of output on a weekly basis.
- A creative thinker with a critical eye and previous art direction experience, with the ability to support the shoot process and direct shoot teams to achieve inspiring results.
- At home in a studio shoot environment and understand the shoot processes and technical workings of a studio (including production, photography, film, retouch, hair & make-up, casting).
- Used to delivering styling for photo and film shoots for ecom, lookbooks and marketing campaigns and able to manage a heavy workload under pressure by effectively prioritising projects for a team.
- Passionate about fashion styling, with a high level of industry fashion experience, immersed in the culture.
- Aware of current trends and how these relate to the Superdry brand and be integrated into the styling.
- Experienced in delivering digital and social assets with demanding deadlines and able to manage a high level of projects with a quick turn-around.
- Experienced in working with brand guidelines and creating style/art direction guidelines for teams.
- Someone with strong existing relationships with relevant suppliers and freelancers in styling and hair & make-up.
- Able to identify with the ever-changing requirements of a large evolving studio team, spot potential obstacles and provide innovative solutions to ensure output is met and work is delivered on time.
- Able to provide clear planning for the team; allocate relevant projects based on suitability and ability, support your team to ensure projects are delivered in line with project plans and critical paths.
- A focused, hardworking individual that has the maturity and empathy to brief, manage and direct studio teams with different disciplines and people across varying levels of role.
- A confident and professional presenter with credible industry experience, able to host high level meeting situations; always remaining calm & positive whilst selling-in new ideas.

WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING...

- 25 days annual leave, plus bank holidays, we also offer a holiday buying scheme
- An additional day off to celebrate your Birthday
- Family is massively important to us, so we have a broad range of family-friendly working policies in place, including enhanced maternity, paternity, and adoption leave
- Company Pension scheme
- All employees are covered by our Life Assurance policy whilst working at Superdry. We feel it's important to offer protection for your family and loved ones in such a situation and to support this we offer life assurance cover which pays a lump sum equivalent either twice or four times your annual salary
- A big staff discount – naturally. Because we know that you love to wear Superdry, you'll benefit from a 50% discount in store and online
- Our Head Office is home to our very own store for staff only where you can treat yourself to heavily discounted sample stock
- A health cash plan is open to all employees.
- Flexible working - to help you achieve that all-important work-life balance
- Access to onsite parking and as part of our sustainable development goals, we have a selection of electrical car parking points freely available to staff.

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- A range of learning and development materials to help you in your career and grow with us
- We like to give back, so we allow our employees time off for volunteering work
- A global employee assistance plan in place that you can access anytime you want - it's free and confidential
- You'll also have access to a Cycle To Work Scheme and an excellent Car contract hire/purchase scheme
- A range of local discounts with businesses across Gloucestershire

At Superdry, everyone has a voice and we want to hear it. We create environments where individuality can flourish and is celebrated as part of who we are as a brand. We're incredibly proud that over 90% of our people feel strongly that they can be themselves at work.

We want to meet people with varied backgrounds because we understand that diversity of thought encourages new ideas to thrive, fuelling creativity and enabling us to do better work. We want to build a team which represents a variety of backgrounds, styles, perspectives, and skills; we hire people based on their merit and potential.

We also welcome conversations about flexible working for all roles at Superdry and will always accommodate it where possible.

Please also have a look at our [career website](#). Here you can find information about the Growing Futures Programme, a scheme that supports applicants from ethnic minority backgrounds to apply for roles at our HO in Cheltenham.