

# SUPERDRY®

FUTURE · CRAFT · CULTURE

## SENIOR DESIGNER - WOMENSWEAR

### WHO WE ARE

Superdry is a British, founder-led brand with a truly global presence. We've been proudly creating world-class product for two decades, offering genuine choice to our customers with our curated collections.

Our mission is to be the No. 1 premium sustainable style destination, delivering product that is authentic with unmatched quality and true integrity, much like our people.

We are on an ambitious journey to serve our diverse community through a premium brand that's focused on the future, prioritises sustainability, leads with craft, and celebrates culture. We need talented people to join us on the adventure, is this you?

### THE ROLE

The Senior Designer is a critical role within the Creative Design & Development Team, working closely with the other Senior Designers to bring our brand's vision to life. Reporting to the Head of Design and Development, you will collaborate with the Collection Strategy Team, Technical Team, and Quality Team to deliver on the passion and vision of our Brand Founder. You will be responsible for driving our product ranges forward using our product pillars designing and developing brand-enhancing, innovative products that align seamlessly with our Brand Style Aesthetic and have a consumer-focused approach. This includes working across key range attributes:

- American Heritage
- Premium Essentials
- Athletic Essentials
- Active Outdoor & Lifestyle

Bringing passion, enthusiasm, and a strong commercial awareness, you will play a key role in driving our product offering forward. Your creativity and expertise will contribute to the creation of standout collections that resonate with our values and inspire our consumers.

### YOU WILL

- Role model and lead by example on the Superdry behaviours: 'Deliver with Purpose,' 'Come as you are' and 'Do what's Right.'
- Bring best practice to develop, improve, or optimise processes, getting buy-in across teams by demonstrating the value of change.
- Build relationships to align others, integrate feedback and close collaboration gaps through holding regular 1 to 1
- Independently manage multiple complex projects, planning 3-6 months ahead.

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- Contribute to complex discussion that impacts the team.
- Communicate complicated concepts simply and successfully to relevant audiences.
- Lead in delivering two seasonal collections and be flexible with in season projects.
- Support the Senior Design Manager with creating seasonal direction, in line with our product construct and brand pillars. Identifying and pitching up ideas.
- Manage your and any direct reports workload. Work closely with your team to deliver against the seasonal visual range plan and meet critical path deadlines.
- Actively drive product research to strategically pinpoint opportunities, driving innovation and sustainability goals.
- Understand and identify consumer style, strategic positioning and target audience, aligning this to our brand and products.
- Ensure design handwriting is consistent, branding, brand marks and prints are in line with our product construct principles and brand pillars.
- Have a varied product knowledge, supporting and leading the team across multiple categories and disciplines.
- Oversee and prioritise the selection of fabric, trim, and materials, in a focussed and strategic way, in line with the critical path.
- Effectively communicate and present design concepts and range presentations in a passionate, persuasive and compelling way.
- Establish strong working relationships with regional offices, supply base, Product Strategy, Quality & Technical, Sourcing and merchandising teams.
- Champion and uphold the house Design and Brand Standards, to clearly communicate information to suppliers.
- Confidently conduct fittings and sample reviews.
- Oversee any new silhouettes/shapes for your collection by liaising closely with QT.
- Be able to travel independently to overseas suppliers to effectively manage development of styles or inspiration.

## YOU ARE

- Understanding of your in-depth design specialisation across multiple categories, design techniques and processes, but also comfortable with working outside of their area of expertise.
- Solution driven and cut through complexity
- Entrepreneurial
- A coach and supportive of others
- Highly self-aware
- Someone who takes ownership and accountability
- An advocate and leader of change
- Self-motivated and driven
- Respectful and inclusive
- A team player
- A accomplished and experienced communicator, an active listener and patient
- Confident in the use of Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat, etc.)
- Confident in the use of PLM program systems.

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## WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING...

- 25 days annual leave, plus bank holidays, and an additional day off to celebrate your Birthday. We also offer a holiday buying scheme.
- 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 and 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.
- Private Medical cover - a taxable benefit, which managers are eligible to opt in to.
- Flexible working - to help you achieve that all-important work-life balance.
- 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 along with a massive 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.