



Job Description

極度乾燥(しなさい)
Superdry®Careers

Sportswear Lead Designer – Cheltenham

The Role

Superdry is a genuine British success story that has grown to an annual turnover of £872m, with our brand already worth £1.6bn in total global consumer sales. We are a multichannel operator with well-developed and highly successful retail, ecommerce, wholesale and franchise businesses and customers in virtually every country in the world. We are well on our way to achieving our goal of becoming a global digital brand.

With the recent appointment of Phil Dickinson as Creative Director, this truly is an amazing time to join the Superdry Design team and develop your career under the guidance of an industry leader. This is a brilliant opportunity for a talented Lead Designer, to join the Sportswear team and be pivotal in the development of our Sportswear collection, with a focus on our Snow range. You will be versatile and dynamic in order to drive newness and innovation across the category and most importantly, will be massively passionate about Sportswear design.

You will

- Lead the development of the category strategy for your area
- Be a driver and influencer of category commerciality, our Brand DNA and innovation within the team and wider business
- Take ownership of your category option counts and sampling
- Collaborate with key stakeholders to influence your category and challenge the status quo where necessary to deliver the category strategy
- Support Heads of Department and Design Managers in collaboration with Brand Business management to shape the range and deliver the product vision
- Use product knowledge and presentation skills to own and engage others in your category vision at key business presentations
- Produce creative and innovative designs with clear tech packs to produce 'right first time' samples
- Proactively action and/or follow briefs in new trim and labelling requirements for product and design spec packs
- Think about the core balance and newness, taking considered risks with key shapes and colours to maintain credibility and interest in the range
- Actively contribute to the development of the sourcing strategy for your range
- Produce design overviews and product information required by other Superdry business functions such as selling events/marketing/styling/PR
- Identify and deliver detailed style direction to develop existing products, as well as proposing new product opportunities for the range
- Combine knowledge of the market, emerging trends, fabric innovation and strategic direction from senior management to define the aesthetic direction for the product area implementing this direction and innovation into the development of the range
- Attend fit sessions with the technical team in order to maintain fit consistency within product area
- Manage relationships with key suppliers to drive performance within the range



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You are

- An experienced technical sports apparel designer, preferably with technical outerwear experience
- Passionate about design and able to demonstrate a clear understanding of the Superdry handwriting, brand DNA and our core/target customer
- Highly knowledgeable in colour, fabric direction and innovation
- A great communicator with an enthusiastic and engaging manner
- An excellent presenter with influencing capability
- Solution focused problem solver
- Skilled in managing up and down
- Able to work in a fast paced environment
- A collaborative team player
- Experienced in managing a team
- Self-motivated with a willingness to learn new skills and demonstrate a can-do approach
- Able to work with limited referral; self sufficient
- Experienced in using Photoshop, Illustrator, and Microsoft office
- Based within commutable distance to our head office in Cheltenham

Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance
- 25 days holiday plus an extra day to celebrate your birthday
- Unrivalled range of Learning & Development programmes
- Eligibility to join our Share Save initiatives
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised cafe
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more