

sunvler

edition 6

極度乾燥(しなさい)

**Superdry.
Not so
Japanesey**

**What's
New**

Superdry
Hot Right
Now!

Learn all about
SuperGroup

KNOW YOUR BRANDS

sunglassstyle



The Stats

Founded 1985

Founder Ian Hibbs, Julian Dunkerton

Headquarters Cheltenham, UK

Country of Origin United Kingdom

Social Media

www.facebook.com/superdry

895k followers

twitter.com/superdry

73.8k followers

[instagram.com/superdryglobal/](https://www.instagram.com/superdryglobal/)

93.9k followers

Hot
Right
Now



• SD KOBE 104
\$99.90



• SD SHOCKWAVE 127
\$79.90



• SD ELLEN 102
\$99.90



• SD CHASSIS 005
\$109.90

SuperGroup

SuperGroup.Plc is a British international branded clothing company, and owner of the Superdry label. Superdry products combine vintage Americana styling with Japanese inspired graphics.

Superdry fashion was established by Ian Hibbs and Julian Dunkerton in Cheltenham in 1985, at which time it was trading as "Cult Clothing". It expanded during the 1990s and established stores in a number of UK university towns and cities, from Oxford and Cambridge to Edinburgh and Belfast. It opened its first store under the Superdry name in Covent Garden in London in 2004.

Under Theo Karpathios, a nationwide then global expansion of Superdry took place, with stores opening in major towns and cities all over the UK, the majority in university cities. As of 2012 the brand is sold in over 40 countries across Europe, North America, South America, the Middle East, Australia and Asia.



What's New



- SD SHOCKWAVE 105 CAMO BLUE
\$79.90



- SD SHOCKWAVE 108 GREY GREEN
\$79.90



- SD KOBE 106 MATTE GREY CAMO
\$99.90



sunstyler

Not So Japanesey

The company's products include frequently meaningless excerpts of Japanese text, inspired by the common Japanese practise of placing decorative English text on items to increase their fashionability and appeal, a phenomenon known as Engrish. The company explained to a Japanese television crew in 2011 that they deliberately use simple machine translation to generate Japanese text, and that they are aware that the texts often have no meaning. The brand logo - phonetically "Kyokudo kansou (shinasai)" - literally translates as "Maximum dry (please do)", the text in brackets being due to the translation software used offering alternatives depending on whether dry is intended as a noun (e.g., super dryness) or an imperative, (e.g., dry this cloth out).

Kyokudo kansou shi - na - sa - i
Maximum Dry please do

極度乾燥(しなさい)
Superdry.

