

SuperGroup Plc

Wholesale Franchise Merchandiser

About us

SuperGroup plc is the owner of the dynamic Superdry brand and operates in the premium branded fashion clothing sector. Superdry focuses on high quality fashionable menswear, womenswear and accessories, fusing vintage Americana and Japanese graphics with a British style. Superdry operates a multi-channel business through a combination of standalone stores, concessions, ecommerce, and UK and international wholesale. Our global headquarters are based in Cheltenham, Gloucestershire.

Founded in 2003, we have grown to a portfolio of 98 owned stores and 40 concessions in the UK & Ireland, and 70 owned stores and 15 concessions across Europe. We opened 28 owned stores in 8 countries during the 2014/2015 financial year, totaling an additional 82,000 square feet of trading space. We also have 221 franchised and licensed Superdry stores in 69 countries worldwide, and operate 25 international ecommerce websites, delivering to 169 countries. We now employ in excess of 3,900 people globally.

Our ambition for growth was proven at our 2014/2015 year end results as we announced a 12.9% rise in revenue to £486.6m and a 2% rise in underlying profits to £63.2m. Retail revenues were up 17% while like-for-like retail sales were up 4.8%. 18.2% of our retail sales are now generated online. Wholesale revenues rose by 4% to £152.5m.

Following the appointment of Euan Sutherland as CEO in October 2014, we have developed and launched a new long-term strategic plan focusing on three key areas - to build a global lifestyle brand; to drive awareness of the breadth of the Superdry range; and to build a broad cross-channel relationship with customers. As our product is at the very heart of what Superdry is all about, we are also focusing hard on our four key product attributes - design detail; quality obsession; innovation; and affordability.

In March 2015, SuperGroup announced the acquisition of our North American business from a former licensee, which immediately gave us an estate of 15 stores and around 250 employees, with revenues of nearly \$36m. We have a structured plan in place to drive a substantial expansion plan across the US, Canada and Mexico by 2020. In July 2015 we announced the creation of a joint venture business in China, in partnership with the established Chinese retailer Trendy International, giving us a solid platform for a major entry into the Chinese market.

Finally, in another exciting development, Golden Globe winning actor Idris Elba is collaborating with Superdry to design and produce a premium line of clothing which will be sold globally in stores and online, as well as through Wholesale partnerships from Autumn/Winter 2015. This new collaboration is part of our strategy to create a global lifestyle brand, building on the iconic heritage of Superdry to broaden and strengthen customer appeal.

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Overview

As our business in mainland Europe grows and diversifies we are seeking an experienced Merchandiser to take responsibility for providing detailed product analysis & trends across Wholesale for optimisation of sales and margin.

Coming from a similar background in merchandising from within the retail sector you will also be responsible for identifying and reporting opportunities and threats and react proactively to develop the business.

Key responsibilities

- Accurately forecast buy budgets according the franchise sales/targets and the Superdry targets
- Develop insights to support decisions to improve wholesale sales and margin
- Work with wholesale markets to understand and capture local trends and buying patterns
- Analyse wholesale product & sales data to identify areas of growth within categories
- Make regular analysis of stock cover and best sellers to proactively propose in season replenishment
- Provide reports to support the buying process and sales teams
- Deliver product insight and analysis for proposed/potential new markets - input into the business case
- Present weekly reports to local management team
- Quickly learn the product world of Superdry and develop a great understanding of the right merchandise mix

What we're looking for

- Demonstrable relevant core merchandising experience within the retail sector. Fashion experience is preferred but is not essential as we can train experienced Merchandisers on our product range
- People management experience and the ability to develop the skills of Junior Merchandising Administration Assistants, helping them to become our next generation of Merchandisers
- Passionate about our brand and have good experience in product assortment management along with robust analytical and stock management skills
- Detailed understanding of critical path management
- Demonstrable experience of working with high volumes of data, coupled with excellent numeracy skills
- Strong commercial acumen with an understanding of customer profile, product range and competitors
- Ability to build strong relationships with senior leaders, first class interpersonal skills and a track record of influencing at head of department level and above
- Excellent communication skills to allow you to articulate recommendations on buys and present information to all levels of the business
- Extremely strong organisational skills and real attention to detail
- Ability to be self-motivated and capable of working independently on multiple projects with strict deadlines
- Advanced knowledge of MS Office Suite, in particular Excel to an advanced level