



Superdry Spring Summer 15

Superdry delves deep into the SS15 collection to deliver its most streamlined and established range to date.

Womenswear gets a playful '90s kick with the **pixie dungaree short** while intense tie-dye tops and thigh-skimming shorts evoke the days of rave. For festivals, think folklore: blouses, dresses and shorts become a backdrop for stand-out embellishment. Opt for beads, embroidery or contrast fabrics, depending on your vibe. The **festival print playsuit** is destined for greatness this summer; seek it out in print or polka dots. Palm print dresses and the all-new-for-SS15 'Happy' range of dresses, tops and shorts ensure it always feels like summer.

Too much colour? Then monochrome is your alternative: team the whiter-than-white **panel lace skater dress** with an ink-black soft leather biker for a bold statement. A clash of denim and lace, the **embellished denim jacket** brings a touch of the American West to hot summer days. Nautical is another fair-weather staple: earn your stripes with the **sailor knit** or **heart Breton crew**.

Sartorial takes the lead for menswear with the new **supremacy dinner jacket**, wear with jeans and a tee for the Superdry approach to casual tailoring. Outerwear gets a sport injection with new additions to the wind family, including the **wind attacker**, gilets take on a retro vibe with the **sun sport gilet**, while leathers keep classic biker styling with the **Benjamin bomber**.

Men's beachwear gets high contrast with a tropical summer explosion through hand-drawn print appearing throughout the collection from the cargo lite to the palm tree-printed **international chino** shorts. Colour-soaked classics are built into the collection in the form of the **premium deck** and **water polo** shorts.

Superdry Gym Equipment continues to grow this season, raising the sportswear bar; the sweat track top will be the hero of summer, whether at the gym, beach or a festival. Denim also gets a refresh, going from strength to strength, with new fits, washes and fabrics.

Complete your look with the footwear and accessories collections, from watch to espadrille, glitter-infused flip flop to light cotton scarves and biker boots to sunnies the collection is built to complement your full Superdry look.

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