

KSF

Global

CASE STUDY

Superdry

Shop Fit-Out and Store Displays in Over
200 Global Locations



Case study

Introduction

Superdry is a UK clothing brand and retailer based in Cheltenham, UK. It is known for a combination of vintage Americana-style with Japanese graphics. They operate in 53 countries, with 231 owned stores and 475 franchises. Its core values are based on innovative, high-quality design, excellent value for money and sustainability.

We have worked with Superdry since 2015, producing a full range of fixtures for over 200 **items** and managing more than **230 deliveries** to over 200 locations across **18 countries**. In addition, we have directly supported **88 franchise stores** spread across China and East Asia.

The Problem

The client was looking to expand its operations and wanted to work with a partner vendor that could:

- Design, prototype, produce, store, deliver, and install a raw, rusted finish for its shop displays, in keeping with its industrial shop design style.
- Support its rapid global expansion into strategic areas of Europe, North America, and Asia.
- Ensure the rapid dispatch of store fixtures so store openings can take place at short notice across wide geographical areas.
- Manage production centrally rather than rely on expensive local suppliers to cut costs, ensure consistent quality, and maintain ongoing flexibility.
- Provide services locally and support franchisees in Asia.

Products installed:

- ✓ Over 200 types of retail fixtures
- ✓ Over 200 locations fitted out



The Brief

The client's brief included several components related to in-store displays.

The project scope included designing products aligned with its values of innovation, high-quality design and value for money. We were also required to manufacture, distribute and deliver all items as efficiently as possible to meet its commitment to sustainability across all its operations.

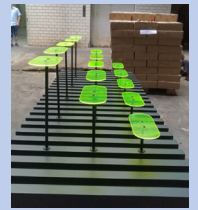
The brief comprised the following parts:

- Manage the value engineering, prototyping, volume production, warehousing, distribution and shop fit-out of store display products in over 200 global locations in 230 delivery batches to 18 countries and regions, including China, which has 88 stores.
- Ensure fast rollouts at short notice to key stores and franchisees in Europe, North America and Asia.
- Design, produce, deliver, and install display units with a raw, rusted finish that are not prone to rust.
- Solve payment collection issues for props in domestic stores for customers and resolve their production issues.

We were the perfect partner to solve their in-store display problems, having worked with several other retail clients on a global scale and provided turnkey solutions across a variety of retail sectors, including British design, Chinese production, global logistics management, deliveries to stores, and final installation of display items.

More specifically:

- We leveraged our **expertise** in global store/capital equipment rollouts.
- We provided a **full suite of services** with central production and warehousing.
- We ensured **fast store openings** with 'drop-and-go' services.
- We worked closely with a **service partner** and all project **stakeholders** to ensure the project ran smoothly.





An independent warehouse to implement this programme.

The Results

During the production of the raw rusted finish, the finishing process was highly bespoke and required strict control to achieve the desired visual effect and minimise rust formation.

We managed value engineering, prototyping, volume production, warehousing, and distribution from both our UK office and our Chinese production site during the client's fastest growth period to date. To achieve this, we collaborated with a shopfitting partner.

Between early 2016 and 2019, we were responsible for producing more than **170 shop display items**.

Through our key partners and contacts in China, with whom we have built strong working relationships over the years and who have in-depth knowledge of Chinese production and distribution practices, we were in an excellent position to take charge of local distribution in China and closely monitor store restrictions on delivery. We used an independent warehouse to implement this programme.

The surface colour continuity of the hardware and wood products was of a very high standard, and the transparent liquid paint used on the hardware surface is prone to rusting. We resolved this issue by developing a way to control this shortcoming to minimise rusting.



Critical aspects of the project that we were able to manage

Creative proposal/design	✓
Technical development	✓
Technical development	✓
Fast production	✓
Quality control	✓
Volume production	✓
Logistic management	✓
Installation	✓

We worked closely with the production plant to develop a specific packaging approach for the store to display items, reducing the number of deliveries and aligning with the client's commitment to sustainability.

We also produced a small quantity of bespoke branded store fixtures, including an innovative, functional footwear bench for displaying and trying on shoes.

Not only were all the clients' goals met regarding the product and logistics, but the initiative also achieved its objective of fast store and franchisee rollouts across multiple countries spread across three continents.

By working with a single 'all-in-one' supplier, the client had the peace of mind that everything was taken care of by a single point of contact.

We worked on this project for seven years (2015 to 2022). During that time, we produced a complete range of fixtures comprising more than 200 items, not to mention managing +230 deliveries to +200 locations in 18 countries worldwide and directly supporting 88 franchised stores in China and East Asia.

Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

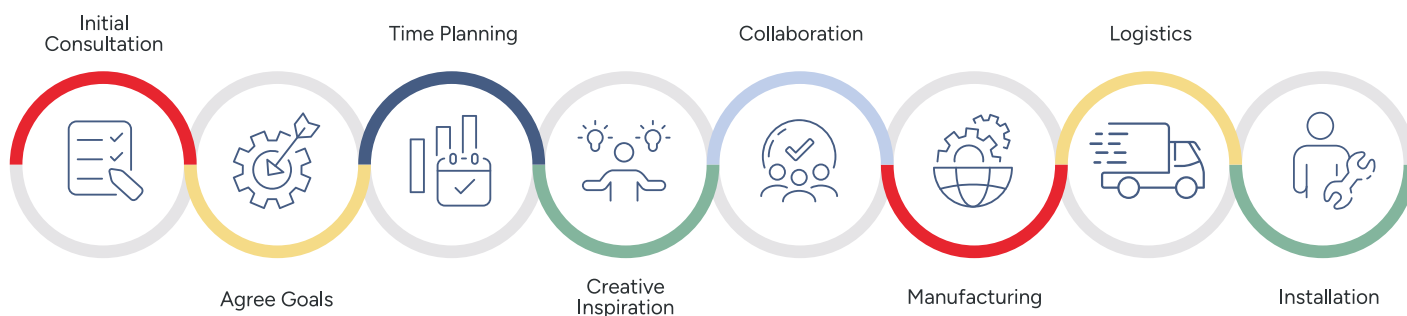


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



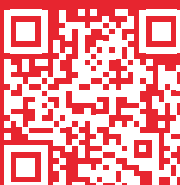
Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



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