

Client Profile

Supergroup

The Company

SuperGroup is a UK fashion retailer offering quality clothing and accessories. It operates a multi-channel business through a combination of Cult and Superdry standalone stores.

SuperGroup currently has 55 standalone Cult and Superdry retail stores, 69 concessions and a large number of Wholesale relationships.



Interior Signage



Trafford Centre Exterior Signage

Project Requirements

Ongoing project requirements include

- Specialist multi layered, internally illuminated large scale built up letters. Produced in a variety of materials ranging from a custom made acrylic imported from Spain, stainless steel, aluminium and intentionally aged mild steel at the customers request.
- Ultra large scale built up letters. Fabricated from aluminium.
- Window vinyls.

Superdry is sold in approximately 70 countries worldwide.

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Backstory

Bolton Sign were introduced to Cult Retail by a key project manager whom we have a long standing relationship with.



Cult Retail had previously sourced signage from an alternative supplier. Due to our reputation for quality we secured our first project early 2009 for Breed, a sub-brand of Cult Retail in London.

We installed our very first Superdry signage in Aberdeen, which has led to projects throughout the UK.

We manufacture and ship signage internationally, to countries such as Australia, Brazil, Venezuela, Norway, France & Belgium.

Research and development is a key part of our relationship with the Cult design team. Due to the nature of the Cult brand we are often tasked to investigate the use of unique and unusual raw materials.

CULT

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Superdry