



gfirst[®]
growing gloucestershire

fashion **the** icon

>> Diane Savoury

Chief Operating Officer

SuperGroup Plc began life in 1985 with the founding of Cult Clothing by Julian Dunkerton and a former business partner, while its sister brand Superdry, is worn by many leading celebrities including David Beckham, Zac Efron and Kate Winslet.

Now one of the fastest growing fashion retail groups in the UK, with a string of awards to its name and a burgeoning international operation spanning Europe, the US, South America and Australia. HQ is based in Cheletenham and SuperGroup has developed a state-of-the-art storage and distribution centre nearby in Gloucester.

Diane is responsible for managing, developing and implementing operational strategy across the group, as well as reviewing business processes and opportunities and heading up corporate services.

CULT Superdry.

www.gfirst.co.uk



“We are a global fashion phenomenon, with stores in the USA, Panama and Australia as well as most of the UK’s principal cities...”

Diane Savory // Chief Operating Officer

As a worldwide business, what made you choose Gloucestershire as your base?

We actually began in Gloucestershire, and it’s the unique properties of a great blend between the lifestyle and fantastic business network that have kept us here and in fact persuaded us to expand here.

How imperative are international transportation links to support your business?

The motorway links are on one’s door step, the airports are less than a couple of hours away, so one is very well connected to the rest of the business world.

What do you think are the key benefits of being based in Gloucestershire?

The transport links are great, the workforce is excellent and reliable and it is in one of the most beautiful areas of Britain.

Where are your main clients based?

We have a strong market share in the UK and are also a global business, our clients are as far afield as New York and as close as Cheltenham.

How well equipped is the county for families?

The schools and colleges are second to none in the country, we have world renowned education establishments.

For you personally, what’s unique about living and working in Gloucestershire?

On a sunny day one can be in exquisite countryside one minute, and a bustling, cosmopolitan town the next.

Where would we find you on a lazy day off?

Days off are very rare, but I enjoy being in the garden or enjoying the countryside.