



極度乾燥(しなさい)
Superdry®

Optical & Sun. 2019.



Superdry was launched in 2003 after an inspirational trip to Tokyo.

It aims to create 'future classic' garments inspired by fusing iconic vintage Americana and high-impact Japanese graphic imagery with a British twist.

We're throwing it back to the iconic shapes, reworked for 2019 in new premium handcrafted material finishes.

Every detail matters, from laser-engraved Japanese kanji graphics colored filled by hand to pressed custom pin details.

Materials®

STAINLESS STEEL / ACETATE

British designed with American influences, varsity eyewear for both him and her cast in fine steel sheet with contrast eye wire.



Design Details®

EVERY DETAIL MATTERS

Laser-engraved Japanese kanji graphics, custom pin details and iconic four-color tip lamination.



Innovation®

CAST PARTS ENCASED IN HIGH-GLOSS TRANSLUCENT LAMINATE

Luxe and on point – a masterclass in this season's trend.



SDO AVERY

Acetate

54•16•145 b.42



sdo.avery - 102

gloss tort/gloss crystal - brown
fade



sdo.avery - 104

matte black/gloss crystal -
black fade



sdo.avery - 106

matte blue tort/gloss crystal -
blue fade

SDO BUDDY

Metal & Acetate

53-19-140 b.38



sdo.buddy - 102

gloss tort / gold



sdo.buddy - 104

black / gun



sdo.buddy - 106

navy / gun

SDO CARTER

Stainless Steel & Acetate

52•19•140 b.36



sdo.carter - 003

matte brown / orange stripe



sdo.carter - 004

matte black / gray / white



sdo.carter - 006

blue / navy / cream / red

SDO **CASSIDY**

Acetate

47•21•140 b.43



sdo.cassidy - 108

gloss gray



sdo.cassidy - 162

gloss rootbeer



sdo.cassidy - 170

gloss camo tort

SDO CHARLI

Acetate

52•16•140 b.40



sdo.charli - 161

gloss purple / crystal



sdo.charli - 172

gloss pink tort / pink crystal

SDO DREW

Acetate

53•17•140 b.36



sdo.drew - 104

gloss solid black



sdo.drew - 106

gloss navy / burgundy



sdo.drew - 107

gloss green / lime stripe

SDO FRANKIE

Acetate & Metal

48•21•140 b.42



sdo.frankie - 104

gloss black / gold



sdo.frankie - 172

gloss pink / rose gold

SDO JADEN

Acetate

48•21•140 b.44



sdo.jaden - 108

gloss gray horn



sdo.jaden - 112

gloss blond tort



sdo.jaden - 172

gloss pink

SDO JAIME

Acetate

52•16•140 b.37



sdo.jaime - 101
brown horn / bone



sdo.jaime - 107
gloss green / aqua tort



sdo.jaime - 172
gloss pink / nude

SDO **KABU**

Innovation flex TR90

52·18·140 b.38



sdo.kabu - 104

matte black



sdo.kabu - 108

matte gray / navy / gray / black

SDO KANOJO

Stainless Steel

53•20•135 b.44



sdo.kanojo - 003

matte painted brown / rose
gold



sdo.kanojo - 006

matte painted navy / gun



sdo.kanojo - 008

matte painted grey / tort

SDO MASON

Stainless Steel

53•18•140 b.38



sdo.mason - 013

matte navy / lime



sdo.mason - 014

matte gray / oxblood red



sdo.mason - 025

matte brown / orange

SDO QUINN

Acetate

52•18•140 b.37



sdo.quinn - 103

gloss brown horn / orange stripe



sdo.quinn - 104

gloss black / white stripe



sdo.quinn - 107

gloss green / lime stripe



Your off-duty essential covered. Introducing Superdry 2019 sunglasses collection. Superdry has all the style essentials you need to complete your Summer line-up.

British-designed pieces showcase Superdry's obsession with quality, design detail and innovation.

Superdry sunglasses feature Cat.3 lenses, and block 100% UVA+B sun rays.

All Superdry sunglasses are prescription ready.

Quality Obsession®

CLASSIC REINVENTED

Classic round eye paired with custom metal bridge piece, fully engraved with Superdry's signature graphics.



Performance®

SUPERDRY SPORT

Rubber touchpoints at temple and nose bridge are designed with comfort in mind.



Style®

FESTIVAL READY

Ombre fade screams festival colors in a classic shape.



SDS AFTERSHOCK

Frame/Lens: pc

53•20•140 b.43

+8.00 / -8.00



sds.aftershock - 103

matte amber crystal
solid vintage green



sds.aftershock - 188

rubberized matte teal tort
grape mirror



sds.aftershock - 199

rubberized matte black
smoke with silver light flash
mirror

SDS CRESCENDO

Frame/Lens: pc / monel / pc

48·22·145 b.45

+8.00 / -8.00



sds.crescendo - 103

rubberized amber
vintage green



sds.crescendo - 104

rubberized black
solid brown with gold mirror



sds.crescendo - 108

gloss gray crystal
solid brown with silver mirror

SDS ENSO

Frame/Lens: pc / monel / pc

49·22·143 b.45

+8.00 / -8.00



sds.enso - 201

matte black / gold
solid smoke



sds.enso - 204

matte white / rose gold
champagne mirror



sds.enso - 212

matte navy silver
solid smoke with silver flash

SDS **KOBE**

Frame/Lens: pc

57·17·141 b.42

+8.00 / -8.00 · 4.00



sds.kobe - 104

matte black
solid smoke



sds.kobe - 105

matte gray / fluro blue
blue mirror



sds.kobe - 122

matte rubberized tort
yellow mirror

SDS PALMSPRINGS

Frame/Lens: pc

49•19•145 b.42

+8.00 / -8.00



sds.palmsprings - 102

rubberized tort
vintage green



sds.palmsprings - 104

rubberized black
triple fade



sds.palmsprings - 106

rubberized navy / tort
vintage green

SDS RACEWAY

Frame/Lens: monel / pc

60•16•142 b.48

+6.00 / -6.00



sds.raceway - 001

matte gold / amber
solid smoke



sds.raceway - 004

matte black / tort
blue mirror

SDS ROCKSTAR

Frame/Lens: pc

54•17•140 b.40

+8.00 / -8.00



sds.rockstar - 104B

matte black
solid smoke



sds.rockstar - 175

gloss clear crystal / blue crystal
blue mirror



sds.rockstar - 186

gloss clear crystal / red crystal
red mirror

SDS ROOKIE

Frame/Lens: pc

52·22·143 b.41

+8.00 / -8.00 · 4.00



sds.rookie - 104

matte black / amber
solid smoke



sds.rookie - 106

rubberized navy / tort
vintage green



sds.rookie - 122

matte scratch tort
solid blue smoke

SDS SAN

Frame/Lens: pc / CR39

52·21·140 b.40

+8.00 / -8.00 · 4.00



sds.san - 101

matte chestnut horn
vintage bottle green



sds.san - 127

matte black
dark smoke



sds.san - 170

gloss blonde tort
solid blue smoke

SDS SHOCKWAVE

Frame/Lens: pc

57·17·145 b.43

+8.00 / -8.00 · 4.00



sds.shockwave - 102

matte tort
solid green



sds.shockwave - 105

matte camo / fluoro blue
blue mirror



sds.shockwave - 106

rubberized navy tort
vintage green

SDS SHOCKWAVE

Frame/Lens: pc

55•17•145 b.43

+8.00 / -8.00 • 4.00



sds.shockwave - 122

matte scratch tort
solid brown with silver mirror



sds.shockwave - 165

gloss gray crystal
berry mirror

SDS SPRINT

Frame/Lens: pc / rubber / pc



sds.sprint - 100

matte black/ white
solid smoke



sds.sprint - 104

matte black / orange
solid smoke

SDS SUPERFARER

Frame/Lens: pc

50•19•145 b.41

+8.00 / -8.00



sds.superfarer - 104

rubberized black / white
solid smoke with silver flash



sds.superfarer - 161

rubberized purple / teal
grape mirror



sds.superfarer - 188

rubberized teal / yellow
solid brown with silver flash
mirror



POINT-OF-SALE



POS-SD-SC-040
showcard



POS-SD-SC-041
showcard



POS-SD-SC-042
showcard



POS-SD-033
showcard



POS-SD-034
showcard



POS-SD-032
showcard



POS-SD-STAND6



POS-SD-BAG-1



POS-SD-CUBE2

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