

superfuture®

press 2024

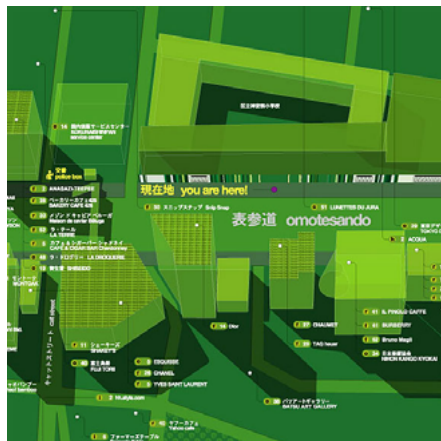
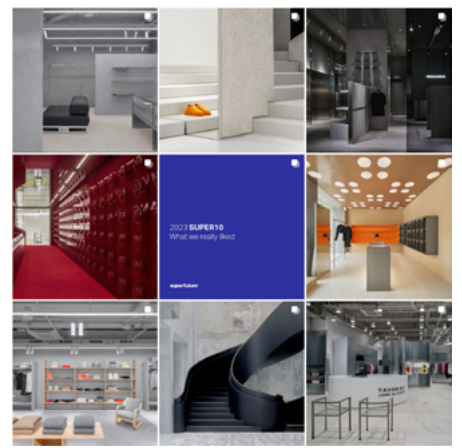
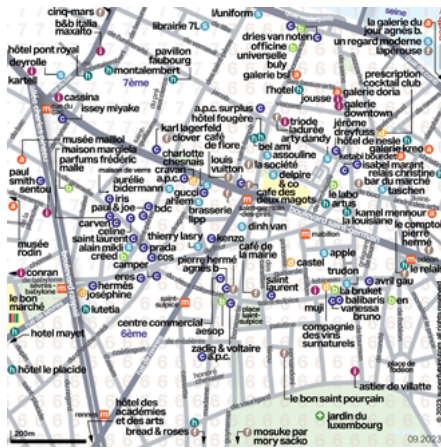
wayne berkowitz
wayne@superfuture.com

superfuture

superfuture® was launched in September 1999 by Australian industrial designer Wayne Berkowitz as a side project to the activities of his Tokyo-based studio. The website was developed as a practical solution for design and fashion related shopping professionals attempting to navigate around Tokyo. Since then it spread to many cities worldwide with a review listing database of over 40000 establishments.

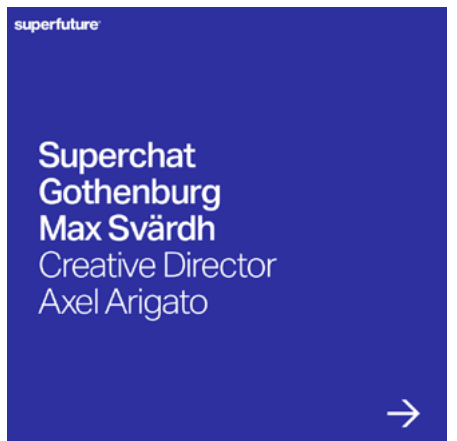
superfuture® continues to produce an extensive suite of digital and print city guide products currently covering 12 cities. In addition to city guides, superfuture® also provides a range of concierge services and resources to assist customers visiting these cities. superfuture® produces itineraries and offers custom map design and city tour guide services. superfuture® also hosts a popular community

message board - supertalk - with advanced discussions on fashion and shopping related topics. superfuture® is assisted by a network of consultants, correspondents, and editors, located in cities around the planet.



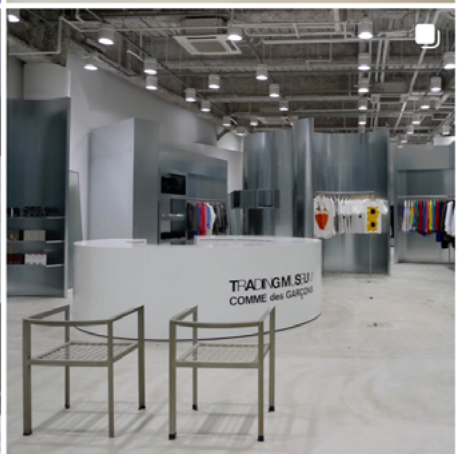
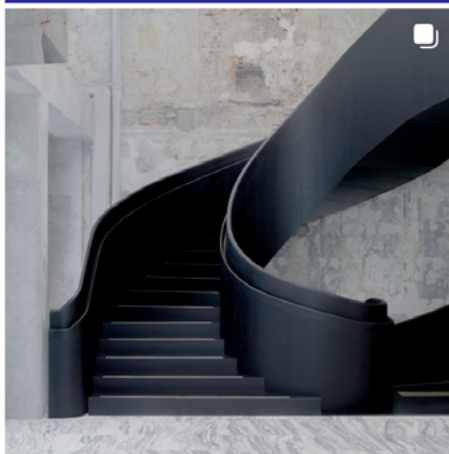
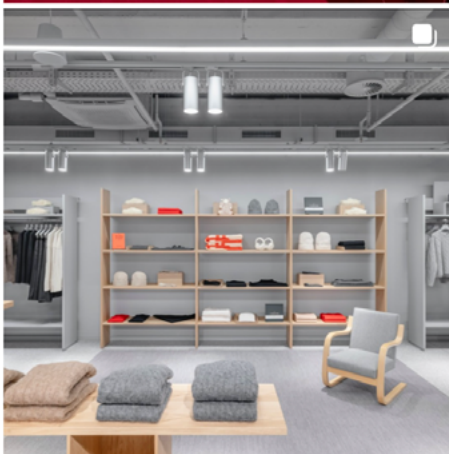
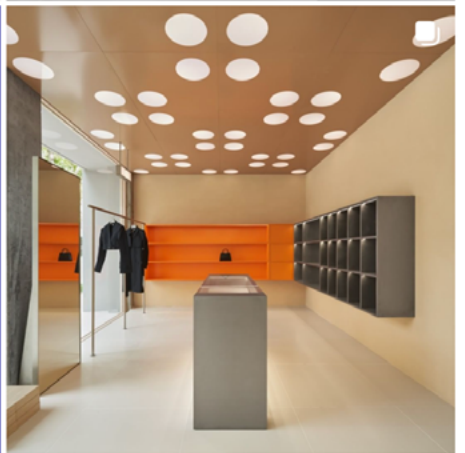
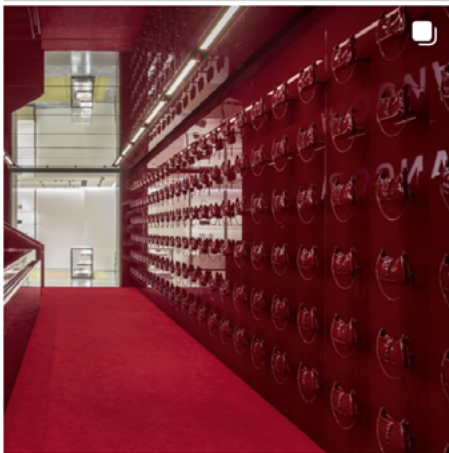
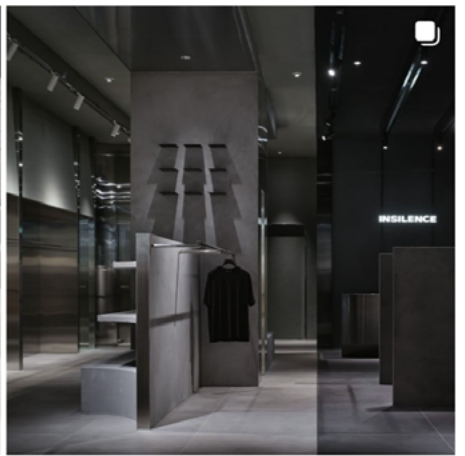
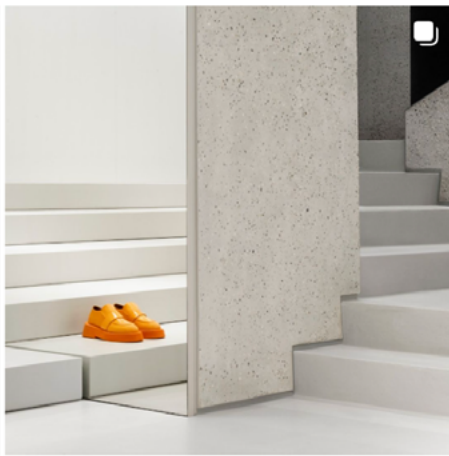
Paris Superguide 09/2023 10 notable establishments

- 01 Palm Angels 75001
- 02 Walk in Paris 75010
- 03 Alexander McQueen 75001
- 04 Pellat-Finet 75001
- 05 Pharmacie des Âmes 75007
- 06 Cravan 75006
- 07 Ahlem 75006
- 08 Irrashai 75001
- 09 Dries Van Noten 75006
- 10 Valentino 75008



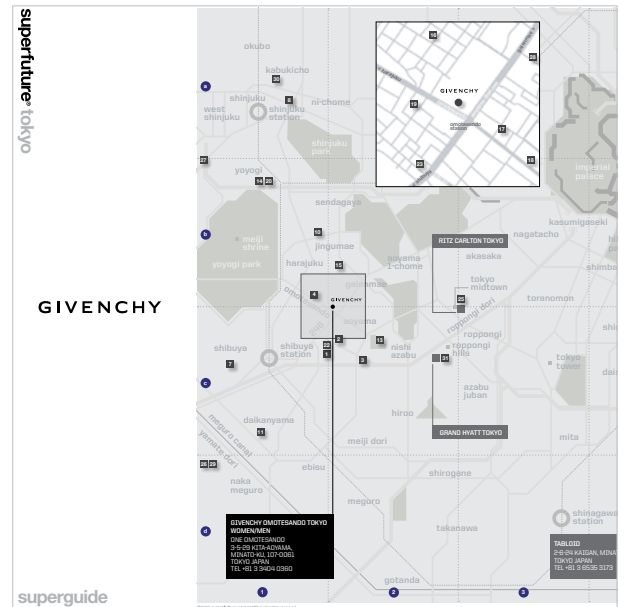
press

Aside from direct access to our extensive website, content gets widely shared and distributed across social media platforms including Pinterest, Instagram and Facebook. In the past, superfuture® has appeared in print publications including Wallpaper*, i-D magazine, Surface, GQ, Eye, Viewpoint, Condé Nast Traveler, Vogue, TIME Magazine, The New York Times, The Financial Times and The Guardian.



travel guides

superfuture® continues to research and produces packaged city guide products for 12 cities – Tokyo, Paris, London, New York, Berlin, Sydney, Los Angeles, Hong Kong, Bangkok, Seoul, Kyoto, and Osaka. The range includes a mix of downloadable guides, and folded printed guides. Custom city maps and guides made to order are also produced for corporate B2B customers.



How i get around: Superguide



Once again I called on the help of SuperFuture.com's Superguide. Combine it with the Red Maps you can't go wrong. It is the perfect guide for a young wanna-be jetsetter like myself. The newest and hippest stores, restaurants, bars (although the lizard lounge recommendation was kinda off-brand) and sections of town. It highly recommend it if you are heading off for a little trip and want to see and do more than just look at your run-of-the-mill historic sights.



concierge services

superfuture® conducts fully planned concierge tours, undertakes research, and produces events for a mix of private and corporate clients. superfuture® has worked with global brands including Prada, Miu Miu, Givenchy, Nike, Calvin Klein, Levis, Pinterest, Marks & Spencer, Westfield, Ideo, Netflix, AWWG, and IGDS, among many others. Our concierge focus is in Asian cities including Tokyo, Seoul and Shanghai.

Madrid

AWWG Workshop
CREATIVE BRAND
ENVIRONMENT
April 01 2022

superfuture supe

SALAMANCA • RETIRO

01
Espacio SOLO
Exemplary artspace with international artists.
Plaza de la Independencia, 5
@coleccionssolo

02
Malababa Serrano
Crafted accessories and leather goods. Calm and serene interior by Casak Dalmás.
C/ Serrano, 8
@malababa

03

04
Club Matador
Elegant private members club located in a mid-19th century apartment. A mix of bankers, aristocrats, and cool creatives. Its programme is exceptional.
C/ Jorge Juan, 5
@clubmatador

05
L.A. Studio Interiorismo
Colorful and eclectic 20th century collectibles, furniture and lighting.
C/ de Castelló, 8
@lastudioes

06
Gärna art gallery
Gallery specializing in edgy emerging

07
BYREDO
Sharp interior. Perfumes and Makeup. Minimalist merchandising.
C/ de Claudio Coello, 73
@officialbyredo

08
Sargadelos
Porcelain creation for over two centuries.
C/ de Lagasca, 25
@sargadelos

09
Isaac Salido
Hair salon, makeup, nails and a beauty concept store.

10
BARRIO DE LETRAS
Oficio Studi
Leather craft located in an showroom of two artisans, vegetable tan goods and at C/ Verónica, 9 la izquierda

11
Llop
A store and a committed to artists, design fashion. Calm Mediterranean
C/ San Pedro

12
LAS SALES/ JUSTICIA



Follow the Leader

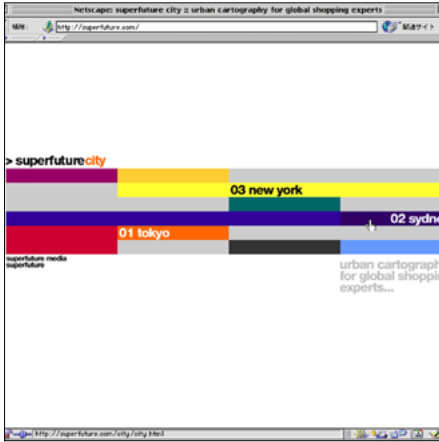
By KATE BETTS



For serious shoppers who don't have time to suss out an unweildy city's best-kept retail secrets, but still cannot resist a quick fashion fix, superfuture.com comes to the rescue. The site, which was started in 1999 by graphic designer Wayne Berkowitz, calls itself "urban cartography for global shopping experts" but it is much, much more. In addition to the great-looking graphic maps and the thorough reviews of hotels, shops, bars, and malls in over 25 different cities including Tokyo, Paris and Hong Kong, the site also offers such personalized services as concierges and city guides — i.e. human beings who will walk you around. Sounds kind of pathetic, but if you land in Tokyo for the first time like I did last fall and you want to get a general overview of the retail scene in Japan's very confusing fashion capital, superfuture.com will set you up with an English and Japanese-speaking guide who knows every shop and restaurant from Ginza to Harajuku. In fact, Berkowitz came up with the idea for the site for the very same reason: he had spent too many years as an English-speaking resident and graphic designer of city magazines in Tokyo drawing make-shift maps for visiting friends. Most of his friends shared his interests and wanted to visit shops, art galleries, and trendy hotels. So Berkowitz found himself repeatedly redrawing, as he puts it, his friends' "cheesy 'Official Tourist Map of Tokyo' with flouro orange marker pen." When he finally made a business out of his friendly largesse, Berkowtiz decided to include a concierge service that would offer members the opportunity to hire guides. That's how I met Nicole Bargwanna, an Australian Ex-Pat who has lived in Tokyo for almost a decade and who also runs a very successful fashion public relations and sales firm called H3O Fashion Bureau www.h3otokyo.com. For \$1200, a superfuture "foot soldier," as they are called, will provide a customized tour of specified neighborhoods. There is also an option to do a half-day for \$600.

data

superfuture version 1.0 1999



superfuture®

superfuture.com
superfuture® has been online 24/7 since september 1999. It is one of the longest operating independent lifestyle brands on the internet. superfuture® has undergone 7 version re-designs. Version 7.0 launched in january 2019.

40K
store reviews

256
cities

supersocial

superfuture® broadcasts daily to various social media channels including Instagram, Facebook, Pinterest and Twitter. superfuture® social media platforms reach an extended audience beyond core users. Our Instagram and Facebook feeds are utilized to reblog our editorial content.

superfuture®

1520K

monthly views

380K

monthly visits

50K

monthly unique

800M

total views estimated 1999 – 2024

global audience

46%

north america

28%

europa

22%

asia pacific

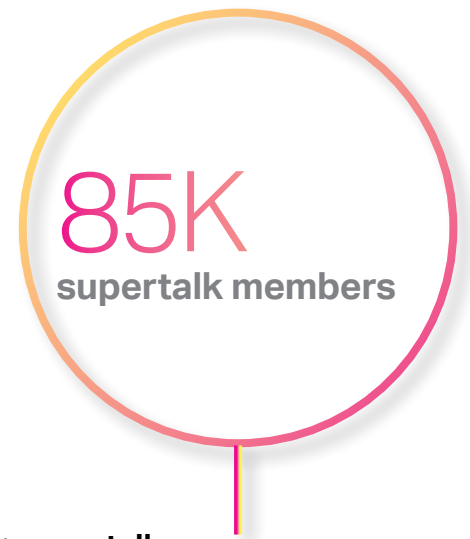
25K
pinterest

14K
instagram

10K
facebook

4K
twitter

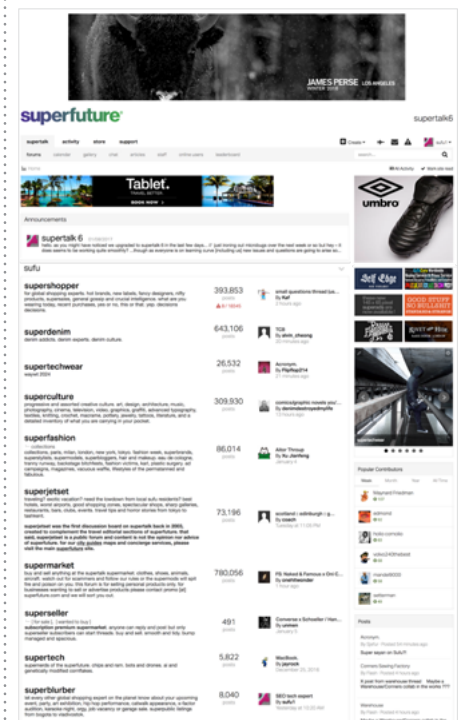
1K
tumblr



supertalk

supertalk.superfuture.com
superfuture® has operated popular discussion boards since 2003. It is also the largest denim and techwear resource on the internet.

supertalk version 8.0 2023



3.1M
forum posts

151K
forum topics