

Local startup takes Veldskoen from SA to the world

Cape Town e-commerce startup, Dorp (Digital Online Retail Products), has launched its reimagined version of the classic South African Veldskoen leather walking shoe in the UK and Europe.



Veldskoen is Dorp's first product, and Europe is the first of many territories where the brand is set to be launched. Next up is the US and Australia.

Long4Life acquisition

The official launch of Veldskoen in Europe follows shortly after lifestyle assets corporation Long4Life acquired a 49% stake in Dorp. The deal is Long4Life's first venture capital investment from a R100 million venture capital fund.

Acquisitive Long4Life, founded by Brian Joffe, is the holding company of a number of well-known South African brands including Sportsmans Warehouse, Outdoor Warehouse and the [Sorbet beauty chain](#).



Acquisitive Long4Life has now bought Chill Beverages

Robert Laing 29 Nov 2017



First launch of many

"We're excited to bring our South African brands to a global audience. In the short space of time that Veldskoen has been trading in the UK, it has already seen success, and we're excited to introduce it to the rest of the world," says Nick Dreyer, CEO and co-founder of Dorp

Veldskoen is the first of many products to be launched by the holding company. “Dorp is excited to participate in the online retail space, which is experiencing incredible growth in Africa and the rest of the world. We believe we have great products that can be popular in the global marketplace.

“Launching a retail brand in the UK and Europe is a challenge, the fashion retail market is already highly competitive, but we believe that the quality of our products and our ability to tell our brands’ stories will make us competitive,” says Dreyer.

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