

Foschini reveals new All Woman concept store

Foschini recently unveiled its new fashion and beauty-centred All Woman concept store at Fourways Mall in Johannesburg.



The new store offers locally- and internationally-produced fashion, beauty, footwear and accessories with the South African person in mind. Central to the store is an experience desk where customers can enjoy fashion and beauty trend updates and masterclasses hosted by industry experts.

Going local

The store also features a full-service Candi & Co hair and beauty salon. Founded by entrepreneur Candice Thurston, Candi & Co provides specialist care across all hair-types in South Africa.

The Candi & Co salon's in-store offering includes wig care, ethnic hair care and styling, skincare treatments, nail care and a menu for kids' hair and nail care.



At the heart of the Foschini All Woman experience are collaborations with local businesses. “The brand has collaborated with women-focused businesses to elevate the in-store experience. These local creators are businesses that have a unique offering and are well-loved by South African people.

“They are also businesses looking to scale their offering to reach a broader market. This is indeed a seamless meeting of the minds,” said Bev Pallet, head of business at Foschini. The retailer says it intends to collaborate with many other local creators in future.

Up to 50% of the merchandise in store is produced and manufactured locally, a commitment the brand has made to South Africa. The production and manufacturing are done through a supply chain that brings together the brand’s existing manufacturing partners including TFG Manufacturing.



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26 Aug 2019



Bricks and clicks

“The design of the store brings about elements that respond to the needs of our customers. Shop fittings are moveable to continuously meet customer demands in an everchanging retail environment.

“The merchandising highlights statement pieces that speak to the aesthetic of today – a global outlook with local flair. The experience desk will also continue to house and allow consumers to engage with the latest brand launches and exciting collaborations,” said Pride Maunatlala, head of marketing at Foschini.



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The concept store brings together the best of digital and bricks and mortar. “Digital shopping has gained traction, but South African people love a tactile shopping experience where they feel fabrics and try on garments.

“This store allows for easy access to the online store using connected tablets to enable customers to search and find different variations of garments such as size, range and colour. This ensures easy ordering where stock is unavailable. It’s the simplest, most convenient convergence of bricks and clicks,” concluded Maunatlala.

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