

TFG gets SA franchise rights for Colette

The Foschini Group (TFG) has announced that it has acquired the South African franchise rights of Australian fashion accessories brand Colette. Founded by SA-born Colette Hayman and her husband Mark in 2010, the brand epitomises fast fashion, offering a range of fun, stylish and affordable accessories, handbags and jewellery.



With its "you don't have to spend a fortune to look fabulous" philosophy and new collections hitting the stores every week, customers have immediate access to affordable interpretations of the latest accessory trends from international catwalks. Seizing a gap in the market for designer handbags and accessories at affordable price points, Colette grew rapidly and currently has a footprint of over 150 stores globally, including stores in New Zealand, the United Arab Emirates, and Singapore.

Six stand-alone stores

In South Africa, the brand currently trades from six standalone stores in Canal Walk, Cape Town; Woodlands Boulevard and Centurion Park, Pretoria; Rosebank Mall, Joburg; Clearwater Mall, Roodepoort and Gateway Theatre of Shopping in Durban. Colette will also be available from concessions within Foschini stores. It aligns well with the Foschini brand, while extending the product range to enable its customers to shop for the latest styles and catwalk trends, picking up everything they need to complete their look.

TFG's CEO, Doug Murray, said: "Aimed primarily at the fashion-forward female customer, Colette, by Colette Hayman is an exciting fast fashion accessories brand that is taking the lead in designer-inspired, on-trend handbags and jewellery. The rapid speed to market means that there is a constant element of 'newness' in stores - capturing precisely what fast fashion aims to be. With the help of its franchise model, in a short five years, Colette has grown from the opening of its first store in Sydney, Australia to the impressive footprint we see today. It has also been very successful in growing its e-commerce platform. We are pleased to be the franchise partner in South Africa that will roll the brand out into more standalone and Foschini stores, bringing an exciting fashion brand to our customers at affordable prices."