

## New fashion brand from Foschini

Mat & May is the latest addition to the 18 fashion forward brands that make up leading retail group TFG (The Foschini Group). Its core focus is to provide consumers with good value and on-trend accessories that bridge the gap between function and form.



From trendy bags, watches and sunglasses to quirky stationery and gadgets and even mobile phone and tablet covers - the range of themed accessories are unconventional, amazing and bold.

It was launched in Cape Town at Canal Walk on 20 March 2013, followed by Eastgate and a rollout of an additional 15 stores in Gauteng, KwaZulu-Natal and the Free State.

"We wanted to create a brand for youthful individuals that would appeal to the fun-loving and unconventional side of their personality," said Renee New, Mat & May merchandise executive. "Accessories allow you to be spectacular not a spectacle. With this range, consumers can create an exciting personal style that reflects who they are and still be on-trend. Through the in store experience, we want to entice consumers to be noticed, live the dream and be different, whilst not forgetting to play. The products are carefully selected to match the trend and follow hip and happening focused themes."

With upbeat colours, themes such as Tribal and Rock with chic graphic prints, the range includes the London satchel, a hip set of headphones and all things camo. Each of its 17 stores feature exclusive Mat & May branded products and international labels, such as Nixon, Ray-Ban and Police.

For more information, go to [www.matandmay.co.za](http://www.matandmay.co.za).