

Ackermans returns to centre stage with new winter fashion showcase

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Iconic SA value retailer, Ackermans, hosted its media event at The Bay Hotel in Cape Town on 21 April. In a beautiful showcase of its latest fashion ranges and homeware products, Ackermans put on a display of value retail at its best.

Speaking at the event, Ackermans MD, Sean Cardinaal says that the growth of Ackermans has been strongly influenced by the media's support and positive showcase of the company's products.

"It's been four years since my first media day at Ackermans and since then the company has grown incredibly quickly. We now have over 900,000 cardholders, over a million rewards members and we are fast approaching the opening of our 500th store. We understand the valuable role that media plays in talking to our customers and we really appreciate them giving up their time to see our latest fashion offering and find out what's new in "our world". Ackermans is about bringing value retail to life and we are especially proud of our latest ladieswear range which embodies quality fashion-relevant items at great prices."

The retailer also introduced Samantha Jones, the Group Global Design Executive for Pepkor, to the guests. She is part of the consultancy stable for Women's, Men's and Children's apparel. Jones plays a critical role in bringing international trends and looks to Ackermans, and her knowledge and expansive experience are what helps Ackermans ensure that globalised fashion trends are translated into garments that are suitable for the South African market.

"In the last few decades South Africa has become the fashion industry's dream. The market has successfully positioned itself as a country that has enthusiastically embraced international trends, while keeping its local essence and flavour infused into everything that it makes.

The media event also featured the pioneering initiative, Style Squad, a team of 20 of the most stylish kid bloggers - ten boys and ten girls - who are selected annually, to go out into the market and interpret their favourite fashion-looks every month. This year, two winners have been selected to have their "fashion style" translated into a real fashion range for children's wear - all showcased on the ramp and available in stores in November.70

Armed with a tablet, data, unlimited imagination and creative flair, the Style Squad have become style and fashion celebrities in the world of Ackermans, and all promise to be the next big thing in the South African fashion industry.



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Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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