

TFG begins rollout of standalone Jet Home stores

The launch of standalone Jet Home stores commences on 28 October, with store locations that include Pritchard Street, Heidelberg Mall, Kenako Mall, East Rand Mall and N1 City.



Source: Supplied

The new stores mark the expansion of the Jet Home brand, which exists inside the majority of Jet stores countrywide. The full Jet Home collection is also available in 40 selected Jet stores.

"Our home range expands beyond bedroom and bathroom and now includes kitchen, outdoor and decor product ranges at the best value," said Shane Van Niekerk, Jet MD.

Capitalising on market opportunity

TFG, which purchased Jet from Edcon in a R480m deal that was finalised last year, had stated its intention to roll out standalone Jet Home stores in 2021 after reintroducing the Jet Home brand earlier this year.

"Another opportunity that Jet unlocks for us is in the value homeware segment. Back in 2016, Jet Home was doing a turnover of close to R2m. This was then neglected and dwindled to almost nothing over the next couple of years," [said TFG CEO Anthony Thunström](#) in June.

Thunström added at the time, "We are now very excited to be relaunching Jet Home in 345 selected and suitably sized Jet stores. The market opportunity is significant, it is around R12bn, and we want to see Jet have an appropriate share in this and we are going to grow it over the next couple of years."



RETAIL

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28 Sep 2020



At the time of the Jet takeover, [TFG said](#) that the Jet acquisition marked a strategically important expansion for the Foschini owner into the value segment of the southern African retail apparel market, and that it [established a value retail pillar](#) for the TFG business that would be costly and difficult to replicate organically.

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