

Clicks strengthens baby care offering with standalone Clicks Baby stores

Clicks has opened its second standalone Clicks Baby store in Mall of Africa at Waterfall City, Midrand, following the launch of the concept in May at Gateway Theatre of Shopping in KwaZulu-Natal.



Clicks Baby, Mall of Africa. Source: Supplied

According to a *Moneyweb* report, [outgoing CEO](#) Vikesh Ramsunder said the retailer plans to have roughly 11 Clicks Baby stores over the longer term in major urban malls. Notably, he said these stores would serve as more of a showroom for larger items for babies, with most sales expected to take place online.

“Online [sales] is an important part of our strategy around the launch of Clicks Baby... We believe that the sale of larger baby accessories will move more online going into the future,” Ramsunder said.

Store design

Clicks said in an emailed statement to *Bizcommunity* that its Baby stores are designed with a growing family in mind and offer a wide range of products that parents would need for their baby.

“Our new Clicks Baby Store has been especially designed to offer parents a convenient, beautifully curated shopping experience, with wider aisles for prams and strollers, changing rooms for maternity wear and dedicated areas for breastfeeding and nappy changing,” said Vikash Singh, Clicks managing executive.



Clicks Baby, Mall of Africa. Source: Supplied

The store layout is divided into ‘family friendly’ zones – travel accessories, changing, bathing, playing, sleeping and feeding – with playful pops of colour and cute characters demarcating each area.

Wider range

“What makes our Clicks Baby Store unique is that it offers a convenient, beautifully curated shopping experience, with a bigger showcase of our online and in-store mom and baby ranges than normally found in a traditional Clicks store,” said Shawn Whiffler, commercial executive for Baby at Clicks.



Clicks Baby, Mall of Africa. Source: Supplied

Local brands represented in store include Bellyssimo, a collection of high-quality maternity wear for every stage of pregnancy and Oratile Kids, providers of locally manufactured cool and funky baby shoes.



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Other trusted baby brands available include Clicks Made4Baby, Chicco, Maxi Cosy, Foppapedretti, Little Bambino Ergobaby, Infantino, Snuggletime, extended Munchkin ranges, Fisher Price, Beurer, Angelcare, Ubbi, Zazu, Snuz and Aden & Anais. The Baby stores also carry a much wider assortment from Tommee Tippee, Safety 1st, Shnuggle and others.

Singh added, “Our dedicated on-floor advisors are on hand to provide practical advice and help customers navigate the huge selection of local and international brands available.”

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