

Publication		
CEO		
Page	Date	AVE (ZAR)
18	Sun 01 Sep 2019	16197.85



# Collaboration

gives local brand wings

Burgundy Fly is the brainchild of Nobesuthu and Nhlanhla Ndlovu, a duo whose look book is a reflection of today's South African woman. After the closure of their Rosebank store, Foschini extended an invitation to a collaboration with the brand, thereby assisting the local business to extend its reach, while ensuring that customers will be spoilt for choice in a Foschini store.

"The collaboration with Burgundy Fly is an expression of the brand's commitment to serving up dynamic local merchandise. It is a first of many collaborations that are as much about a locally invested business as they are about meeting the evolving needs of the South African woman. We are very proud of this moment in our business," said Pride Maunatlala, Head of Marketing at Foschini.

Burgundy Fly fashion is now available at the Sandton City Store. The owners of the brand, with assistance from Foschini staff, will run the floor of the store with their merchandise.

"This is a great opportunity for our business. Firstly, it has meant that we have a store in Johannesburg again, which is great for the bottom line of the business. Secondly, having our merchandise on the floor of a store as big as the Sandton City branch means that because of the high footfall, a lot more women will get to see, touch, feel and purchase our clothes. This partnership with this heritage fashion retail brand is deeply meaningful to us. The agility that such a huge brand like Foschini has shown here is exemplary, and we too will thread it forward support other SMEs," said Nobesuthu and Nhlanhla Ndlovu, owners and directors at Burgundy Fly.

"In the pipeline are other collaborations with local creators we believe will add value to our customers, and in their success, to the



economy. And these will not be limited to fashion – other local creators whose offering resonates with the customers will be part of this local commitment. We are actively meeting local needs, through the local means of our various creators. For instance, at the Foschini All Woman concept store in Fourways, Johannesburg, local hair and beauty care brand, Candi & Co. is one of the collaborators. The result is a truly intuitive shopping experience that meets the needs of the South African woman. The aim is to bring value to our customers, and also thread it forward and contribute positively to South Africa's retail sector," concluded Maunatlala. □