

Foschini collaborates with local fashion brand Burgundy Fly

Foschini has announced its collaboration with Burgundy Fly, a woman-focused fashion brand based in Gauteng, founded by Nobesuthu and Nhlanhla Ndlovu.



Having experienced the challenges that come along with operating a small business in the competitive retail sector, Burgundy Fly was forced to close its Rosebank store earlier this year, and openly shared their story on social media.

"The difficulties of running a retail business are unspoken and it's not by chance that there are a few mass retailers that exist in South Africa," says Nobesuthu.



Burgundy Fly
about 5 years ago



NextChapter 1:

As business owners and entrepreneurs, we talk a lot about our high's on social media but very rarely about our lows and the raw truth about our lows.... As we move onto yet another exciting phase of the Burgundy Fly journey - it is important for us to pause and share what we feel is an important chapter of the story, with the people who have supported Burgundy Fly. The Rosebank store has been an integral part of our business - so to move on as if "it ain't no t... [See more](#)

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Following the store closure, Foschini extended an invitation to collaborate with the brand, assisting the local business to extend its reach while adding to the SA-made fashion choices for Foschini customers.

Burgundy Fly fashion is now available at the Sandton City Foschini 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," says the Burgundy Fly owners.

"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 and support other SMEs."



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6 Sep 2019



Commitment to local fashion

The deal with Burgundy Fly is part of Foschini's stated commitment to grow the local fashion retail sector and positively contribute to the South African economy. According to the retailer, up to 50% of its 2019 summer collection, which includes footwear and accessories, is produced locally.

"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.



"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.

"The aim is to bring value to our customers, and also thread it forward and contribute positively to South Africa's retail sector," concludes Maunatlala.

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