



IT'S HERE!
SA'S LEADING DEPARTMENT STORE LAUNCHES EDGARS HOME

Edcon, the largest non-food retailer in South Africa, has been listening closely to what customers have been saying, and in response, Edgars is proud to announce the launch of Edgars Home.

When customers started asking for more options and a bigger choice – and for all of it under one roof – Edgars sat up and took notice. Already known for its distinctive range of Homeware, the brand is now showing up differently and taking it to the next level for décor, foodies, and home enthusiasts.

Edgars CE Mike Elliott says, *'Edgars Home has been created for the South African consumer, after all, we're all decorators and lifestyle enthusiasts who love our homes and love sharing experiences with friends and family in a space that expresses who we are. The Edgars Home range of products is beautifully curated and sourced just for you.'*

A key differentiator for Edgars is the complete customer offering of private and third-party brands, both local and international, which Edgars Home perfectly articulates. Edgars Home fine tunes the way people can express who they are with its unique in-house premium labels, like the luxurious and graceful Hotel Collection, the fun and fashionable Private Collection, as well as with much-desired third-party home brands like Tefal, Jamie Oliver, and Noritake.

For the bedroom, there are stunning ranges of duvet covers, linen, and bedding. There are accessories, bath mats, and luxuriously soft towels for the bathroom. The living room section offers everything from curtains and lighting to scatter cushions and ornaments. The dining room selection includes dinnerware, drink ware, serve ware, and table linen. And the kitchen range boasts everything an at home chef could possibly desire.

The re-launch of its Homeware products in this amazing new store concept will be rolled-out with a refreshed look and feel in the Edgars network as both stand-alone and shop-in-shop formats.

The first Edgars Home stores will launch on the 26th of October. By early November there will be seven new format stores launched in Sandton City Shopping Centre, Menlyn Park Shopping Centre, Clearwater Mall, Canal Walk Shopping Centre, East Rand Mall, Eastgate Shopping Centre, and La Lucia Mall, where the first ever Edgars Home new concept store will be opening on the 9th November 2018.

Elliott says, *'Our core purpose remains the same: to provide self-expression for all South Africans for all occasions. This has been interpreted through all aspects of our refreshed home strategy resulting in an entirely different shopping experience. Our new generation home offering will be an exciting addition to the Edgars destination.'*

He adds, *'We also recognise that the South African consumer is under increasing pressure and we strive to offer them fantastic everyday value in price, quality, and fashion, and to delight them with exciting promotions on the products that they love.'*

One of the brand's strategic imperatives is to re-establish Edgars as the anchor of the mall, which entails driving customers to the Edgars department store in the mall as well as building the Edgars brand. With Home already established as one of its three pillars of the broader business, Edgars is

uniquely positioned in the South African Fashion, Beauty and Home market as a true department store.

In order to further entrench that department store offering, Edgars Home now offers enhanced visual merchandising, revised layout, positioning, and fixtures that will create a more dominant destination for the category in line with the Edgars strategy. The revitalised in-store experience will also centre on elevating store windows with a focus on displaying private brands, and enrich story-telling with coordinated looks.

With the Edgars brand enhancing its offerings in Fashion, Home and Beauty, all stores are currently receiving the extended product offering. Continuous evaluation of its store portfolio will ensure the roll-out of the new in-store design into its store network over time as dictated by customer demand.

Edgars is also in the process of a new look and logo facelift, which would complement the new store layouts and the roll-out of its next-generation stores.

Elliott highlights, 'These changes are centred on our customer, providing an elevated, clearer and more focused shopping experience. If we focus on providing our customers with a fantastic market-leading home experience, it can only increase the group's competitiveness, and ultimately an optimal customer experience through the continued incorporation of our customers' feedback into our value proposition.'

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ABOUT Edgars:

Edgars is South Africa's leading department store offering a wide variety of Fashion, Beauty and Homeware. Showcasing a portfolio of desired and recognisable international and local brands Edgars enables South Africans to express themselves for all occasions. Edgars operates with over 175 stores in South Africa and neighbouring countries.