

Woolies launches flagship Aussie brand stores



Country Road womenswear

Cape Town's V&A Waterfront will see the opening of the first independent flagship stores for Woolworth's Australian brands, Country Road and Trenery, this December. Currently available exclusively at Woolies, both clothing lines are owned by the retail group. Country Road was introduced to the South African market in April 2008, with Trenery making its debut at selected stores in August this year. The Country Road store will offer the complete lifestyle range including womenswear, menswear, kidswear and babywear as well as accessories and homeware. The Trenery store, which will be located alongside Country Road, will provide womenswear, menswear and accessories.

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