

Cotton On nails it in Namibia

The Cotton On Group continues to be one of the fastest growing fashion retailers globally, expanding its African footprint and opening its first store in Namibia on 29 May 2015 in Windhoek's The Grove Mall.



To celebrate the launch, fun activities are planned in store over the opening weekend. On Saturday 30 May, Radiowave will be broadcasting live in the morning and fashion stylists will be on-hand, as will a pamper station, coffees, kids activity, giveaways and more. In addition, the first 100 shoppers will receive a gift with purchase.

"We have been very fortunate to have seen consistent growth and success in South Africa, with 120 stores already and plans to continue to expand our South African fleet. We constantly look at new regions where we will expand the brand and, as Namibia borders South Africa, its retail market shares many similarities to that of its neighbour," explains Cotton On Global GM, Felicity McGahan.

"After seeing some of our competitors experience strong performance in the Namibian market, we felt it was the right decision for the group to move into its second African country."

The Grove was only recently developed, offering a superior shopping experience for the customers that did not previously exist in the market. This made it the perfect location to launch into the region.

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