

FOSCHINI

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Press release

FOSCHINI BRINGS NEW-CONCEPT TO MELROSE ARCH

March 2009 promises a new shopping experience for customers

Having opened a beautiful store in Cape Town's prestigious V&A Waterfront, Foschini is taking the new concept to Johannesburg's hip and happening Melrose Arch. This lifestyle centre is the perfect destination for high-end shopping, where the customer expects an alluring environment to spend their time.

What is particularly interesting about the concept at Melrose Arch is the department store effect created by partnering with sister company, @HOME LivingSpace, which specialises in designer furniture and modern homeware. Customers will be able to move from trendy fashion to homeware by means of escalators between the three levels. Foschini has chosen to create an environment which, while retaining a Foschini essence, exceeds the norm to complement the special location and the equally special customer who shops there.

Foschini Melrose Arch will stock the Foschini house brands such as Foschini Collection, Oasis by Foschini, World Wide Wear, Global Art and Instinct, as well as international brands such as Lipsy, Guess and Sissy Boy. This store will open at the end of March 2009, and the launch is sure to attract some famous faces in South African style circles.

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