

Clicks launches store-in-store beauty format in Cape Town

Retailer Clicks has opened a new beauty 'store-in-store' format at the Clicks store in Canal Walk with the aim to offer shoppers an elevated beauty experience.



Source: Supplied

The revamped store features a bigger beauty offering than a traditional Clicks store, and a large range of sustainable health and beauty products.

Visitors can expect a varied collection of new exclusive global and local beauty brands, as well as makeover stations with 'selfie mirrors', differentiated flooring, TV screens, specialised lighting and a customised Clicks beauty playlist.

"This beautifully-designed new format forms part of our commitment to making beauty approachable for all. We are excited to offer customers an elevated beauty experience where they can engage with our beauty advisers in an environment which has been especially curated to make them feel at ease while shopping for their favourite beauty brands," says Vikash Singh, Clicks managing executive.



Source: Supplied

Local and global brands

Clicks Canal Walk will offer store-in-store offerings from Revlon, Maybelline and The Body Shop, and for the first time a full range offering of Elizabeth Arden products in a Clicks store (colour, skincare and fragrances) along with Stila Cosmetics and Catrice (in-store and online).

Exclusive brands on offer include Smudge, Wet n Wild, Make up Revolution, Sukin, Hada Lobo Tokyo, Active O2 and Dermacell and Clicks' best sellers Sorbet, Good Earth, Memories and Oh So Heavenly.



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The first beauty 'store in-store' format opened at Clicks Fourways Mall in December last year, with plans to open more over the next few years across South Africa.

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