

Woolworths to pull David Jones brand from SA stores

Woolworths will be dropping the David Jones brand in South Africa, with plans to rebrand the range under its in-house Classic Collection.



Following its R21.5-billion acquisition of the Australian department store David Jones, Woolworths added a new private label called David Jones Classic Collection to its clothing portfolio in 2016. The brand was rolled out in David Jones stores in Australia and Woolworths stores in South Africa.

Since then, the South African retailer says it's been closely monitoring customer sentiment towards the brand, and it's been decided that the David Jones brand will be pulled out of SA. The range will be rebranded under Woolworths' own Classic Collection range in 2019.

Woolworths said: "While the product has performed well, our very loyal, classic customers expressed their desire for an increased emphasis on the Woolworths brand and the quality and style for which it stands.

"Therefore, David Jones Classic and Premium Collections will be repositioned as Woolworths Classic Collection. The re-emergence of Woolworths Classic Collection is a vote of confidence from our customers in Woolworths and the power of our brand."

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