

# Compact retail franchising unleashes Butterfly Twists

The international success of Butterfly Twists 'ballerinas', launched in the UK in 2009, can now sweep across South Africa through the innovative business and consumer concept of Box Franchising.



Following the launch of the Butterfly Twists first pop-up store in Morningside Shopping Centre, in Sandton in May 2012, the Kostic brothers started Box Franchising to take hold of the entrepreneurial opportunity they foresaw. They could offer a trendy fashion item and present an exciting business angle with the Box Franchising concept.

## Using dead mall space

The demand for utilising dead retail space in major malls around the world has inspired Box Franchising to create a turnkey solution to the issue in South Africa. A high quality retail unit, manufactured locally, with state of the art technology and retail points, partnered with a trendy and smart product brand, it addresses the retail development challenge in the current market situation.



This business opportunity differs from other franchisors - currently not charging royalties and with the dead space utilisation for the brand in malls often translating into lower rental. Set up costs are also lower than most new business prospects on the market. Leveraging off the UK born brand offers great credibility and desirability for the demand of this innovative fashion concept, endorsed by international celebrities and fashion media worldwide.

With a small footprint, high quality and compact retail space, the avid business owner will generate income in so-called 'dead spaces', making the investment highly profitable. Making use of contemporary units, which are custom built to fit any space or location, be it a single unit or multiple display stands and counters, they are designed to complement the environment surrounding. Only requiring one plug point and allowing maximum product viewing potential, this chic and modern design is sure to catch passers-by.

## Mall vision

"Our vision for the business was to create an affordable franchise solution for the aspiring entrepreneur who enjoys retail and wants to address the gap in the market," states Nemanja Kostic. "Box Franchising offers a cost-effective retail solution, opening up a whole new sector. Places like Sandton never had kiosks; we are the first of many to offer a more cost-effective product owing to lower rentals."

Box Franchising plans to increase stores to 10 by the end of 2013 and up to 15 by mid next year, introducing new products, seasonal changes, and plans to work in conjunction with other brands and their events.

The pop-up stores are situated in the Cape Gate, Morningside Shopping Centre, Cape Town International, Woodlands Boulevard and Village Mall Hartbeespoort. Sandton City and Canal Walk are set to open in September 2013, as well as Eastgate and Menlyn Park and a few more currently in progress.

## Butterfly chic

In the tradition of English heritage brands, Butterfly Twists are redefining style, comfort and fashion. Specialising in affordable, practical footwear that can be worn everyday, all designs have an innovative twist. With the girl-on-the-go in mind, the brand creates portable must-have fashion for chic socializing. The heart of the brand embodies a sense of

freedom, discovery and exploration - social butterflies are always on the lookout for new horizons, adventures and people to meet. Having started as an exciting dream, the brand can now be found in boutiques, department stores and with online retailers across the world.

The original shoes were designed as easily portable, so that women could reduce the time they wore heels by effortlessly switching into a pair of comfortable flats. After two years of product development, Butterfly Twists was launched in 2009 at a well-known tradeshow in Europe becoming a wardrobe essential after generating orders of over 50,000 pairs of shoes in just four days. They are currently sold in over 30 countries around the globe.



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