

Edcon refreshes homeware offering with new store concept Edgars Home

Edcon, South Africa's largest non-food retailer, has officially announced the launch of Edgars Home. The new store concept replaces the Boardmans brand, and will be rolled out with a refreshed look and feel in the Edgars network as both stand-alone and shop-in-shop formats.



Image credit: Edgars

Edgars Home will offer foodies and decor enthusiasts a broader range of private and third-party brands, both local and international, for use in the bedroom, living room, dining room, bathroom and kitchen.

"Edgars Home fine-tunes the way people can express who they are with its unique in-house premium labels, like the luxurious and graceful Hotel Collection, the fun and fashionable Private Collection, as well as with much-desired third-party home brands like Tefal, Jamie Oliver and Noritake," says the company.

The first Edgars Home stores will launch on 26 October. By early November there will be seven new format stores launched in Sandton City Shopping Centre, Menlyn Park Shopping Centre, Clearwater Mall, Canal Walk Shopping Centre, East Rand Mall, Eastgate Shopping Centre, and La Lucia Mall, where the first ever Edgars Home new concept store will be opening on the 9 November 2018.

Edgars CE Mike Elliott says, "Edgars Home has been created for the South African consumer, after all, we're all decorators and lifestyle enthusiasts who love our homes and love sharing experiences with friends and family in a space that expresses who we are. The Edgars Home range of products is beautifully curated and sourced just for you."

He continues, "Our core purpose remains the same: to provide self-expression for all South Africans for all occasions. This has been interpreted through all aspects of our refreshed home strategy resulting in an entirely different shopping experience. Our new generation home offering will be an exciting addition to the Edgars destination."



Image credit: Edgars

Revitalising the Edgars brand

One of the Edcon's strategic imperatives is to re-establish Edgars as the anchor of the mall, which entails driving customers to the Edgars department store in the mall as well as building the Edgars brand. With Home already established as one of its three pillars of the broader business, Edgars aims to position itself South African fashion, beauty and home market as a true department store.

In order to further entrench the department store offering, Edgars Home is focusing on enhanced visual merchandising, revised layout, positioning, and fixtures that will create a more dominant destination for the category in line with the Edgars strategy. The revitalised in-store experience will also centre on elevating store windows with a focus on displaying private brands, and enrich story-telling with coordinated looks.



Edcon bids farewell to Boardmans and Red Square brands

Lauren Hartzenberg 9 Jul 2018



With Edgars enhancing its offerings in fashion, home and beauty, all stores are currently receiving the extended product offering. Continuous evaluation of its store portfolio will ensure the roll-out of the new in-store design into its store network over time as dictated by customer demand.

Edgars is also in the process of a new look and logo facelift, intended to complement the new store layouts and the roll-out of its next-generation stores.

Elliott highlights, "These changes are centred on our customer, providing an elevated, clearer and more focused shopping experience. If we focus on providing our customers with a fantastic market-leading home experience, it can only increase the group's competitiveness, and ultimately an optimal customer experience through the continued incorporation of our

customers' feedback into our value proposition."

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