

Footwear brand Bata partners up with Edgars

Bata South Africa has entered into a strategic relationship with Edgars that will see a number of Bata brands being available in department stores nationwide. It's hoped the partnership will expand sales opportunities for both companies.



The footwear company's brand, including Insolita, Bata, Bata Comfit, Men's Dress Leather, Toughees, Tomy Takkies and Bubblegummers, can be purchased interest-free from Edgars stores on credit. Bata is looking at expanding the range of footwear in Edgars stores and have confirmed that talks are ongoing for further collaboration.

Founded in 1894, Bata is the world's leading shoemaker by volume. It's a family-owned business globally serving more than 1 million consumers a day in 5,300 stores and produce locally in company-owned manufacturing facilities. Bata's history in the South African footwear market spans more than 60 years.

This move is in line with Bata SA's long-term [restructuring strategy](#). "Bata needs to remain connected to their customers' trends and respond quickly to those trends, that is why we are concentrating on our strengths and exercising the synergies that exist between Bata SA and Edgars, our retail partner," says Bata South Africa country manager, John Harman.

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