

Edgars moving in the right direction for 1D fans

In addition to being an official One Direction (1D) World partner, Edgars is launching the 'Edgars 1D World', the ultimate fan experience leading up to the local leg of the One Direction tour in ea 2015. It includes in-store activations, a number of social media campaigns to engage local One Direction fans and plenty of opportunities to win merchandise and tickets to the One Direction concerts in March and April 2015.



Image: [@EdgarsFashion](#)

The fashion retailer is now an official exclusive 1D World partner in South Africa and will carry 1D World merchandise including clothing for kids and adults, décor and cosmetics in 85 Edgars stores with a nation-wide rollout beginning in November 2014. South African fans of the mega group and their catchy music will now have unprecedented access to the fashion, beauty and décor touch points that make up the Edgars 1 World.

One Direction devotees, affectionately known as 'Directioners', are invited to join the 'Edgars 1D World' conversation on Edgars social media platforms using #Edgars1DWorld to find out more and share in the excitement of the band's merchandise and upcoming tour.

It has launched South Africa's first store-in-store concept for 1D World with official and exclusive merchandise in their Sandton, Canal Walk and Gateway stores in early November. Fans who love One Direction's 'Best Song Ever' will get the opportunity to prove that they are 'The Best Fan Ever' by entering the competition via Edgars 1D World on Edgars [Facebook](#) and Twitter [@EdgarsFashion](#). The campaign ends on 30 November 2014 and culminates in a fan event in the Edgars store in Sandton to celebrate the official partnership with a ribbon-cutting ceremony on 6 December 2014 from noon.

Along with prizes, the fan chosen as 'The Best Fan Ever' will have the privilege of cutting the ribbon to open the exclusive Edgars 1D World to all other fans. Life-size cardboard stand-ups, themed snacks, spot prize and a new Edgars 1D World announcement will form part of the festivities on the day. Shoppers can get their hands on 1D World merchandise and earn Thank U points using their Edgars Thank U Store Card.