

## SA fashion brands Donna and The Fix now shoppable online

TFG has launched two new online fashion stores, Donna and The Fix, marking the 16th and 17th online stores for the retail group since it started its e-commerce journey in 2014. These online platforms complement the 100 Donna and 194 The Fix bricks and mortar stores located throughout South Africa.



According to TFG, its omnichannel mission is "to give all South Africans access to a relevant and inspiring fashion lifestyle, irrespective of identity, body type, style, budget, where they live or how busy their lives."

Working with real women rather than models, the company announced the launch by shooting a campaign that celebrates body positivity, the differently-abled, mothers, working women, the young, the mature and the spirited, all dressed in spring/summer 2018 collections that are available to shop online.

The launch of Donna and The Fix online brings TFG a step closer to having all 20 of its South African brands online. The company's online business has reportedly grown by over 40% year-on-year since its launch in November 2014.



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Robyn Cooke 2 Jul 2018



"In order to make online shopping democratic in South Africa, e-commerce providers need to not only provide diverse payment and delivery methods, but also inclusive product," said Robyn Cooke, head of TFG e-commerce.

The online stores are accessible on [tfg.co.za](https://tfg.co.za) or directly on [donna.co.za](https://donna.co.za) and [thefix.co.za](https://thefix.co.za).