

## First Soko District retail concept to open at Rosebank Mall

Rosebank Mall in Johannesburg will soon be home to the first Soko District, a new multi-brand retail concept that aims to re-tell the retail story. The shopping space will feature various brands across apparel, footwear, fashion accessories, food, babywear, furniture and homeware.



Source: Supplied

Incorporating the Swahili word for 'market' 'soko', Soko District aims to create a platform that "enables purpose-driven brands to create meaningful connections with their customers" through a flexible digital leasing platform, without the significant financial commitments in the traditional retail environment.

The district will partner with like-minded entrepreneurs who want to encourage customers to experience products first-hand rather than online, in a relatable space that fosters a sense of community and support for brands. It also plans to showcase new brands with the potential to grow beyond what may have been possible in a traditional retail setup.



Source: Supplied

"Soko District wants to enable retailers because if they succeed in this space, then Soko District does well too," the company said in a statement.

Each brand within the district has a completely customisable space, which means customers can easily recognise their favourite store. From a shopfitting perspective nothing goes to waste, said Soko District, with even shop branding being recycled into stylish shopping bags after use.



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Lauren Hartzenberg 1 Mar 2021

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The first Soko District at Rosebank Mall will open on 30 July 2021. Below is a list of brands that will form part of the initial offering:

Nu Nues

Annapatat Kids

Oliver Vagary

Rialheim

Flight

Mahone the Quiet Junkie

**Bummel Shoes** 

Mos Wear

Kayla Stam

KoiKoi Clothing

Danielle Frylinck

Era by DJ Zinhle

Just Rrrraw Chocolate

**Darling Sweet** 

Ledikana

Graze

The Chairman Homeware & Furniture Co.

Mpahla Sneaker & Apparel

Lebo Got Eats

The Lollipop League

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