

Livestream mall launches in South Africa

[LiveShopping.co.za](https://www.liveshopping.co.za) has soft-launched in South Africa, bringing an element of 'shoppertainment' to the online retail experience.



Joy Des Fountain, LiveShopping.co.za founder. Source: Supplied

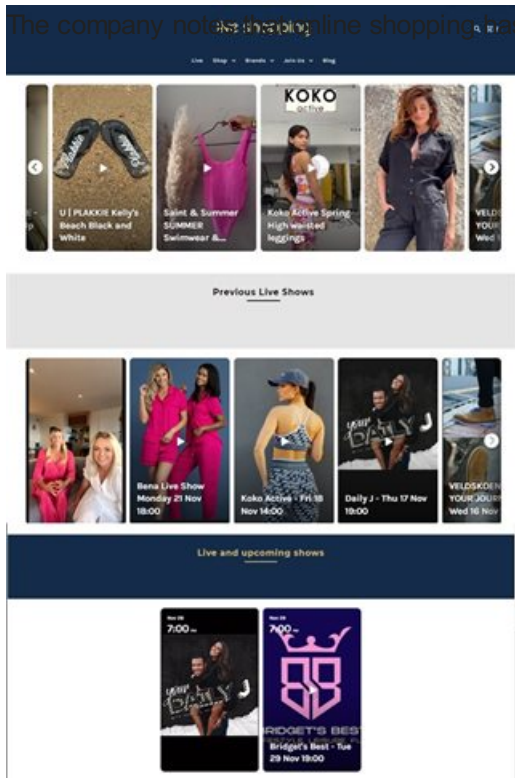
The Macmillan dictionary describes shoppertainment as "an approach to retail marketing that combines shopping and entertainment". Over the course of the pandemic, consumers got used to going online for various activities that were once conducted primarily in person – from fitness classes to cooking courses, concerts, and more. LiveShopping.co.za says that naturally consumers began to crave a convergence of online shopping and entertainment into one engaging interaction, and the 'shoppertainment' trend developed.

The country's first interactive, livestream mall is founded by serial entrepreneur Joy Des Fountain, the South African woman behind global tech brands Twodots and myFanPark.

"LiveShopping.co.za is a combination of elements we have witnessed and researched over the last two years and how it has developed into an important tool for brands to reach and engage with existing and new customers in China. It has steadily moved across the globe and we believe that South Africa is ready for it. Further to this, we continue to hear from brands how the use of social media marketing is becoming more expensive and in many cases, less effective," explains Des Fountain.

"The communities are there, brands have invested substantial money in digital marketing to build these. LiveShopping.co.za now provides a low-risk way of interacting, entertaining and transacting with these communities. We also have long-standing relationships with creators who are niche experts. This is the perfect opportunity for creators to host their own live shows, where everything they talk about is shoppable in video."

Putting interaction and entertainment first



Source: Supplied

Woman.

Meintjes of Jeff Lifestyle added, “We believe in the power of empowering, educating and assisting our community to be better versions of themselves. This platform enables them to do so in an effective way, where they have the choice to be involved in the show and where it gives them the ability to interact, tell us what they want and then buy it.”

Personalities that can also be found on the platform include television star, businesswoman and socialite Mpumi Mophatlane, best known for her appearance on *The Real Housewives of Johannesburg*.



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In closing, Des Fountain adds, “We are a team of local entrepreneurs, who come with a strong understanding of brands and engagement technology, through myFanPark, we have unparalleled access and direct relationship with admired talent and creators, many of whom will be joining LiveShopping.co.za shows. The combination of these factors is unrivalled. We are making buying easier, more entertaining and allowing a consumer to connect with a brand in a way that they haven’t been able to do before in the digital space.”

“LiveShopping.co.za will continue to partner with brands and creators across categories. It will be a destination where people can watch, interact, learn, be entertained and shop. Comedian Kurt Schoonraad, fitness and lifestyle brand Koko Active and even the phenomenal DJ Zinhle will be showcasing her timeless fashion accessories, with her brand Era. More than that, I can’t say, you’ll have to watch as we release new exciting shows.”