

Foschini Group Limited to open in Nigeria

The Foschini Group Limited (TFG) is set to open its first two stores in Lagos, Nigeria as part of its expansion into Africa. As a fashion lifestyle retailer on the continent, TFG already has 87 stores outside South Africa and entry into the Nigerian market fits into plans to increase this to at least 143 stores by 2015.



The two brands, Foschini and Markham will have a presence in Nigeria. Foschini is the destination for ladies' wear, footwear, accessories, fine jewellery, cosmetics and kids' wear, while Markham specialises in fashion for men.

Both stores, which will have an all-Nigerian staff of 18 between them and will be located at Ikeja Mall in Lagos, will open for business during July, with the same type of fashionable merchandise available in the flagship South African branches.

Doug Murray, TFG's CEO says the Nigerian store openings are in line with the group's African expansion plans.

"TFG intends rolling out more stores in Nigeria, and to increasing our operations to include more of the 17 brands currently in the South African arm of the group. Africa represents a substantial opportunity for us and we believe we differentiate our customer offering by providing innovative, creative products and leveraging our portfolio of diverse brands.

"Our success is strongly driven by our desire to provide the right merchandise to the respective target markets in all our trading divisions and we believe our Nigerian operation will be further proof of this."

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