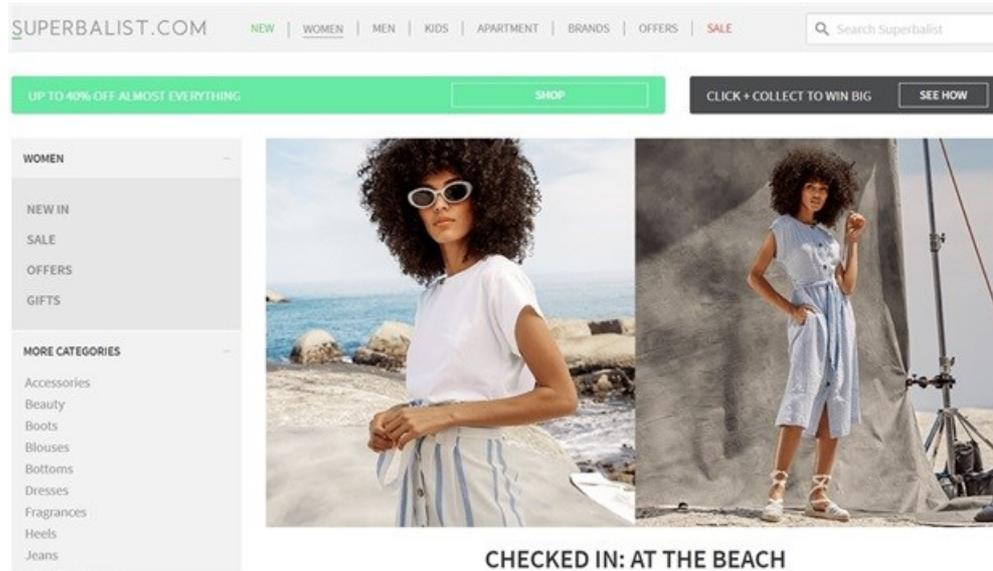


Womenswear, footwear and kidswear deliver for merged Superbalist

Just over a month after its merger with Spree, Superbalist says the platform migration went ahead with no major glitches. The merger of two of South Africa's most prominent online fashion retailers was announced in June and integration was completed over a 7-week period.



The combined entity has the largest offering in local online fashion with 35,000 unique products available on its website or apps.

“We’re not a small business anymore,” says Claude Hanan, co-CEO of Superbalist.com. “And we’re projected to grow at between 50 and 60% per annum for the foreseeable future. One of our company goals has been to become the next big household name in fashion retail and we’re well on our way to making that a reality.”

“At the volumes we’re now processing daily, it’s hard to make no mistakes at all. But customer reaction to the merger has been overwhelmingly positive,” says Hanan.

Bestselling categories

He says the merger has created an offering equivalent in choice to a mall. “Over the first month of trading, our strongest sellers have been womenswear, footwear and kids clothing. We’ve also seen strong sales in plus size ranges, maternity and teens. Sales in these categories represent a broadening of Superbalist’s target market, demonstrating that we now appeal to a broad base of shoppers.”

Superbalist's own private label is also growing rapidly and is reportedly the best-selling label on the platform.



Spree brand to fold into Superbalist in October

10 Sep 2018



He says that as well as focussing on extensive product choice, a tight focus on convenience and customer service remains a cornerstone of the business. “We have the full spectrum of payment options as well as delivery and collection options for customers. For instance, over Black Friday and the festive season there will be more than 20 Click and Collect Pickup Points, allowing customers to grab their orders conveniently and in their own time.”

The retailer has posted 150% year-on-year order growth (October 2017 to 2018), with traffic to its website and apps up over 100% YOY. Superbalist reports having more web visits than any other South African fashion retailer, according to Similarweb, and expects to exceed 1-million all-time customers this year. Seventy percent of its GMV is via mobile platforms

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