

Country Road's new Teen range launches in South Africa

Country Road's first Teen collection, catering for pre-teen and teen girls and boys aged 8-16, will launch in South African stores this August.



According to the Australian retailer, the new range will boast superior quality, fabrics and craftsmanship, and feature Denim, Country Road Heritage sweats, t-shirts, dresses, skirts and swimwear.

"The collection is developed with sustainability at its core, echoing Country Road's ongoing commitment to sustainability and quality," says the company. As such, the first teen collection features:

- Denim styles made from recycled fibres, meaning a percentage of the denim is made from pre-loved denim.
- All t-shirts and heritage sweats are made from organically-grown cotton.
- BCI (Better Cotton Initiative) cotton has been used in dresses, denim jackets and denim styles.
- Recycled nylon is used to create swimwear, sourced from discarded fishing nets and factory offcuts.



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Country Road managing director Elle Roseby said the launch of Teens is a milestone and an opportunity to hone in on a new market for the brand.

“Up until now, Country Road has designed for most children in a family, from newborn to kids, leaving a gap for pre-teens and teens. We’re thrilled to be launching an age-appropriate collection for a fashionably conscious generation whilst demonstrating our connection to the environment.”

The full Country Road Teen collection will be available in select stores and online at countryroad.co.za from 25 August 2019.

For more, visit: <https://www.bizcommunity.com>