

Cotton On Group's youth brand Supré opens in SA this October

Supré, an Australian fast fashion chain aimed at the youth market, and owned by the Cotton On Group, has announced that the opening of three stores in South Africa by November, including Cavendish Square, Centurion Mall and Menlyn Park.

This forms part of the brand's global expansion plans to open 15 new locations across two continents by the end of the financial year.



Supré's focus is to embody, share and celebrate, at every touch point, what it means to be part of a positive, inspiring and supportive network of girls, that we call the girl gang," said GM Elle Roseby.

"We know that friendships are absolutely critical to our customer – that's why you'll see a real celebration of girls and their friendships at every touch point within the brand. At Supré, we believe in the power of girls."

For over three decades, Supré has delivered trend-led product, and with the brand's proven success and strong customer engagement in Australia and New Zealand, Supré is excited about the impact it can have in this market.

"We cannot wait to bring Supré to South Africa and look forward to sharing our range with local girls. We know our global girl, philosophy, product and content will resonate in South Africa.

"We have invested significantly in our trend and design team, working out of our global head office in Australia to deliver the best in apparel and accessories. Together, our head office and Johannesburg teams will be delivering the latest fashion to our South African customers, at an accessible price point," said Roseby.

Central to the brand is its philanthropic arm, the [Supré Foundation](#), and its vision to ensure all girls have the opportunity to fulfill their potential.

One hundred percent of all proceeds from Foundation products sold go to helping empower girls.

"Through our partnerships and initiatives, we aim to foster a supportive world where girls are empowered.

We are very passionate about the Supré Foundation and proud of its success in Australia, as such, we look forward to

delivering it on a local level,” said Roseby.

In line with the brand’s international expansion, the Supré Foundation will work with a local partner to address the greatest needs in helping empower girls in South Africa.

Supré’s in store and digital experiences also set the brand apart. Stores are a clubhouse— an all-inclusive, no membership required space where everyone who enters will be immediately accepted into the girl gang. “Inside, it’s all about our girl and her world.”

With Supré’s own Instagram live feed, charging stations and our signature bestie change rooms, stores will be a space where friends can shop, support and get support, explore and have fun with their girl gang.

Supré’s first South African store at Cavendish Square will open on 6 October. Its online store is at supre.com.au.

Q&A with Elle Roseby

■ Why did you decide to launch the brand in South Africa?

Following the success and growth the Cotton On Group has seen in South Africa, it was a natural next step for our brand to enter the market. We are incredibly excited to bring the Supré brand to South Africa and look forward to sharing our range with local girls. We absolutely believe the brand will resonate with South African girls, and we see a huge opportunity to deliver to this demographic locally.



Elle Roseby, Supré GM

■ How many stores do you plan to open in the next five years?

We have three store openings locked in before the year’s end, with Cavendish hosting our launch. We will be watching closely how these stores perform as we plan our next five years.

Picture: [LinkedIn](#)

■ How are you selecting locations for your stores?

We collaborate very closely with our country hubs, developing strategic plans based on local knowledge and experience.

■ Could you provide us with an indication of where Supré will sit in the market from a price point of view?

As a value fashion retailer it’s incredibly important to us that we offer our girl access to the latest trends at a price point that’s in line with her lifestyle.

■ Have you identified a local partner for the Supré Foundation?

While the Foundation’s vision is to empower girls globally, we take a very local approach in each operating market. In South Africa we have partnered with Dignity Dreams, which provides reusable sanitary packs to some 7m girls who would otherwise not have access to these amenities. As a result, without this access, girls miss school and work. Together with Dignity Dreams, the aim is to empower girls by keeping them in school.

Through our partnerships and initiatives, we aim to foster a supportive world where girls are empowered. We are very passionate about the Foundation and proud of its success in Australia, as such, we look forward to delivering it on a local level and are excited about the impact we can have in the South African market.

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