

Ikea's African collection - 4 Mar 2019

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The annual Design Indaba festival last week saw the **unveiling of Ikea's Överallt collection**, a two-year-long collaboration between the furniture giant and 10 of Africa's top designers across disciplines. I report back from the launch event.

In other top news, Franklin Templeton's senior equity analysts compare how **three retailing giants tailor technology** to fit local customs, lifestyles and payment abilities. And we take a look at **retail marketing and point of purchase trends** for 2019, according to Shop Association member Frank Mayer and Associates.

Andy Walker shares the news on a **phishing scam targeted at Superbalist shoppers**. And Jeremy Seekings and Nicoli Nattrass from UCT unpack South Africa's **failure to create manufacturing jobs**.

Then, a new report released by the Mastercard Foundation states that **80 million young people will benefit from the rise of digital commerce** in Africa by 2030. And Jean-Noël Kapferer and Anne Michaut look at **whether we should still use the world 'luxury'** when trying to sell it.

To conclude, **Spur founder Allen Ambor has retired** after more than 50 years of service at the food franchise business.

Until next week!

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