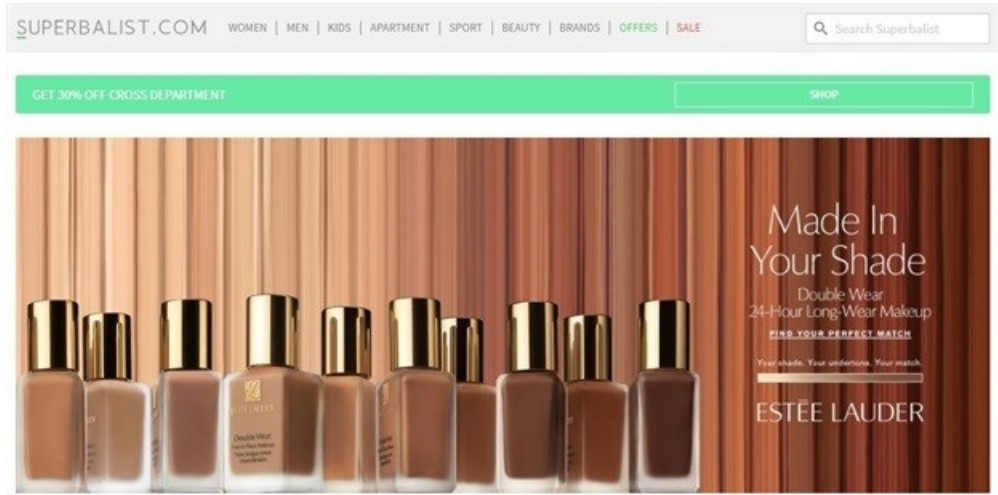


Luxury beauty now available on Takealot and Superbalist

South Africans can now shop for their favourite luxury beauty brands online at Takealot.com and Superbalist.com. Catering to strong local demand for luxury beauty products, the online retailers have extended their offering to include Estée Lauder, Clinique, Bobbi Brown, Smashbox, Glamglow, Tommy Hilfiger, DKNY, Aramis and Lab Series. In addition, Mac and Michael Kors are available at Superbalist.



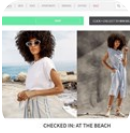
According to the Takealot Group, the new offering is in line with its commitment to allowing South Africans to "shop anything they can imagine" and includes skincare, hair care, makeup and grooming products.

Globally, [Market Reports World](#) predicts the luxury beauty market will grow by 7% every year to reach \$14 billion by 2026. Julie-Anne Walsh, chief marketing officer at Takealot says, "Locally, we are seeing strong growth across the category. It is clear that South Africans enjoy indulging in quality when it comes to beauty products."

She added that care had been taken to curate the Takealot Group's luxury beauty category so it caters to the diverse South African population with ranges for all skin types and complexions.

Luke Jedeikin, co-CEO at Superbalist.com, says the convenience of shopping for beauty products online and the option to collect via a pickup point or have items delivered to the door holds very strong appeal for time-tight shoppers.





Since [merging with Spree](#) in 2018, Superbalist has expanded its offering in the fast fashion space and the addition of luxury beauty is expected to be a popular addition for shoppers.

“We’ve taken care to partner with the best brands in the beauty space, so we are really excited with the diversity and quality we are offering,” says Jedeikin.

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