

TFG online mall sports new stores

Sportscene, DueSouth and Totalsports, three major retailers in The Foschini Group stable, will join the [TFG online mall](#) in July 2015, it was announced yesterday, 5 May.



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TFG launched its omni-channel retail technology in November 2014, which brought @home and hi (their mobile solutions store) to the online shopping market. The aim is to bring on board all 17 TFG retail brands by 2018, enabling online customers to shop across all stores and check out in one bag, making it a unique offering in South Africa.

"Adding our sports lifestyle brands was the logical next step in growing the TFG mall, where consumers can now shop outdoor, urban and performance goods, along with homeware and electronics all in one bag," says Robyn Cooke, Head of E-commerce at TFG.

Features of the three brands' new e-commerce stores will include pre-order functionality, as well as shoppers being able to add events straight from the web page into their calendars.

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