

Turkish menswear brand D'S Damat opens store in Pretoria

Turkish menswear brand D'S Damat has entered the South African market, opening a store in Menlyn Park in Pretoria. The company markets itself as an "affordable luxury" brand, catering to men who want stylish apparel for both casual and formal affairs.



D'S Damat was established in 1986, and now operates worldwide with 360 stores in 79 countries. The brand initially hit South African shores as a flagship store back in 1995, sponsoring sporting clubs like Kaizer Chiefs.

The Menlyn Park retail outlet is owned by franchisee Callistus Phologolo, who opened his first D'S Damat store in Botswana in November 2017.

The official opening was led by the first secretary of the Turkish Embassy, Deniz Cankaya, who said, "We are very excited to present the brand, and I genuinely believe that D'S Damat will contribute in the bilateral trade of the textile sector, as well as the relationship with South African and Turkish people."

South African ambassador in Turkey, Pule Malefane, commented on what D'S Damat means for the South African economy, and how the store opening will contribute to strengthening the relationships between Turkey and South Africa.

"Despite all the challenges we are faced with in the country there is an opportunity to position our country as one of the successful economies in the world, and D'S Damat is one of those brands that has demonstrated this opportunity by creating jobs in the country and improving our innovation and creativity. These relationships should not be viewed as a threat but must be embraced as supplementing the efforts of ensuring that we are able to produce affordable, quality products that can be appreciated by the global market."

The event was attended by celebrity guests Donovan Goliath, Kay Sibiya, Leroy Marc, Chef Lentswe and Bhekisizwe Mahlwe, as well as sporting heroes Dr Khumalo, Pollen Ndlanya, Fani Madida and John Mametsa.

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