

Birkenstock opens new concept store in Sandton

Birkenstock, the German lifestyle brand best known for its footwear, is strengthening its retail presence in South Africa with the launch of a new concept store in Sandton City.



Source: Supplied

The brand stated that the new store in Sandton provides a premium home from which to serve its growing customer base in Johannesburg. The mall is in the heart of South Africa's financial district and is home to over 300 of the world's most in-demand brands. "This expansion comes as a testimony to surging demand of our loyal and new customers across South Africa," the brand said.

The Sandton store follows the launch of the brand's concept store at Cavendish Square, Cape Town, in February 2021.



Source: Supplied

Shopfitting and merchandise

According to the footwear brand, the new Birkenstock stores are "aesthetically created", keeping in mind the rich history and legacy of the brand and at prime consumer locations to ensure maximum visibility.

The retail space carries footwear in a variety of materials, colours and styles tailored for women and men, and includes a dedicated Kids area, thereby catering to the whole family. In addition to the well-known sandal styles for which Birkenstock is famous, the Sandton store also stocks shoes, socks and belts.



#Newsmaker: Gareth Kemp to lead Ares Group as new CEO

Lauren Hartzenberg 3 Sep 2021



The new concept store in Johannesburg reflects Birkenstock's commitment to using sustainable raw materials such as natural cork, natural latex and jute. This relationship with nature is reflected in the store's fittings with earthy colours and natural interior design elements to emphasise the brand's philosophy.

The Sandton City store joins the Birkenstock portfolio of retail stores in the V&A Waterfront, Cavendish Square, Somerset Mall, Morningside and Menlyn.

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