

# Citymob rebrands to Superbalist.com

Citymob, the design flash sales site, will rebrand to Superbalist.com. With the changes set in motion, the site aims to enhance the consumer experience in allowing consumers access to a wide range of quality local and international brands and artists from across the globe.

 SUPERBALIST.COM

"What we discovered with the site was a sub-culture of people hungry for design and looking to purchase products and brands that made up their everyday lives," explains Citymob MD, Luke Jedeikin.

With 650 000 registered users, the site was acclaimed as one of the top five ecommerce companies in South Africa. These design devotees, dubbed the 'Superbalists', are now included in the site transformation and expected to grow to 1 million over the next 3 months.

Superbalist.com is the single retailer offering art-on-demand, where users can design custom products themselves. The rebrand comes with the benefit of an easy to navigate site where consumers have the opportunity to share in an online retail experience that prides itself in originality, creativity and sleek, desirable product offerings. The 500+ brands to choose from, many of which are exclusive to the site, are awaiting "superbalist" exploration.

"We realised we'd been talking to a 'mob 'when we needed to be talking to an individual. We also wanted to become a destination where our customers know that they can always get certain products from us but with Citymob, we could not do this. Nothing was permanent. All products lived in time-limited, 10 day sale and we quickly began to realise we needed to be more to our customers. We came to a point where we realised we had outgrown Citymob in our ambition to provide our members a world-class offering."

The site will continue to offer a link to the best in local and international design with a dedicated team of 60 staff that has grown from 17 over the past 12 months. With this there is a dedicated warehouse situated in Johannesburg that is capable of pushing out 6000 products a day and, with the same-day after hours and weekend deliveries facility, a smoother consumer journey is foreseen.

"With the new site, we'll continue to run 10 day events, 30 day pop-up shops but we will now have entire standalone departments with permanent and seasonal lines of the best products across our categories, Men, Women, Home, Art and Geekery - with an additional two categories to be launched shortly," he concludes.

The website [www.superbalist.com](http://www.superbalist.com) will go live on 4 November 2013.

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