

Weylandts reveals new concept store in Sandton City

Furniture and homeware retailer, Weylandts, has entered the shopping mall environment with its new concept store launched in Sandton City.



A dramatic luxury hotel-themed shop fitting canvas has been created on which to display the furniture and homeware, in an effort to provide "a shopping experience unique to South Africa".

"Although the product we feature in Sandton City will range from the affordable to the luxurious, the in-store experience will be exciting and memorable. Each visit will engage all five senses and deliver world-class customer service. We have installed never-before-seen furniture and homeware, dramatic window displays, touchscreens and even a champagne bar," said Chris Weylandt.

Furniture and homeware ranges on display will include lighting, cookware, crockery, softs, linen, artwork and bathroom accessories, as well as product from global brands, exclusive to Weylandts, such as Timothy Oulton from the UK.



The retailer believes Sandton City to be the ideal location to grow the brand amongst a discerning audience of new and existing customers.

“Entering the mall environment is another exciting development for the brand and one which I believe we have approached in a unique and interesting way that will engage with the Gauteng market,” said Weylandt.

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