

## Takealot.com salutes the pyjama code

Takealot.com swiftly responded to trending news reports surrounding the controversial poster at a leading national bricks-and-mortar retailer that appeared to ban customers from wearing pyjamas in store.

The popular e-tailer, with a social media following of nearly 300,000, responded on Facebook and Twitter yesterday with a tongue-in-cheek image of striped pyjamas with a large tick approving of the dress attire. The brand advised customers to avoid any in-store judgement and that sleepwear is encouraged when shopping on takealot.com.

A Twitter competition asking customers to post an image of themselves shopping online in their pyjamas was also launched over this coming weekend, where the best picture will win a R500 voucher.

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