



# Jet opens stores in Mozambique

Jet, reportedly the largest clothing retailer in Southern Africa with more than 321 stores across South Africa, Botswana, Lesotho, Namibia, Swaziland, has announced the opening of two new stores in Mozambique.



Jet was created in South Africa in 1976 to serve individuals and families looking for affordable fashion and continues to be the retailer of choice among shoppers.

The brand has since grown to be more than just a retailer - it has proved to be a pillar of the community with a sincere quest to improve the lives of others. These include amongst other the rolling out of soccer clinics, literacy programmes, food and blanket donations to those in need and assisting with building houses for the disadvantaged.

Styled with the brand's "new look", the two new Mozambique stores are set to open in the Zimpeto Mall and on Avenide de Angola in Maputo on the 13 December 2012.

## Family centred brand

Both will offer a wide range of apparel clothing catering for ladies and men's fashions, infants, toddlers, girls and boys, intimates, sleepwear, shoes as well as bedding. They will also feature Jet's in-house labels Donatella, Network, Niara, Enzo, Massumi, Next Generation and Revolution.

Says Garth Napier, marketing and business strategy executive for the Edcon Discount Division, "We're excited to be opening our next two stores in Mozambique. As a family centred brand, Jet is committed to providing good quality and affordable fashion to shoppers in as many southern African countries as possible."

Jet's proudest product to date is the *Jet Club Magazine*, published ten times a year and reaching over 5.8 million readers, making it Southern Africa's most-read publication. *Jet Club Magazine's* success is due to the informative, easy-to-understand and eye-catching articles.

Jet members enjoy a variety of benefits that include healthcare and medical services, funeral cover, counselling services, financial advice, discounts, exclusive offers and a complimentary copy of *Jet Club Magazine*.

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