

Club of Brands launches in Africa

CFAO, a specialised distributor and preferred partner of major international brands, serving the high-potential equipment, healthcare and consumer goods markets in Africa and the French overseas territories, has launched its Club of Brands. The launch goes hand in hand with the opening of CFAO's first shopping centre in Abidjan, Côte d'Ivoire in the second half of 2015.



Image: Joan Bardeletti

The Club of Brands will include around 20 brands with sales outlets opening first in CFAO's shopping centres in eight African countries: Cameroon, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Ghana, Nigeria and Senegal.

Brand leaders

The Club of Brands' first five members are:

- **La Grande Récré** is a market-leading brand with 255 stores in France and worldwide. Its concept is based around a quality range of toys and games along with customer services such as advice and free gift-wrapping in its lively, welcoming stores that range from 300 sqm to 2,000 sqm.
- **L'Occitane** group has 2715 sales outlets worldwide. It is a global, natural and organic ingredient-based cosmetics and well-being products manufacturer and retailer with strong regional roots in Provence, France since 1976. The group is committed to developing high quality, eco-friendly products that are rich in traceable natural and organic ingredients.
- Beaumanoir group, which currently has over 2700 sales outlets worldwide, is pursuing its international development strategy through a new multi-store concept in which several brands of a complementary nature are housed under one roof. Initially, the **Cache Cache** and **Bonobo** brands will be the two pillars of this multi-store strategy in Africa. Cache Cache is the go-to international name for women seeking accessible fashion and wanting to enjoy and share a unique experience. Bonobo is an accessible denim brand for young men and women aged 20 to 35.
- **Kaporal** was created in 2004 in the home of Marseille denim. It has built its image around its jeans that are known for their inimitable fits. Over time, the brand has made its mark on all aspects of the ready-to-wear industry and 16- to 35-year olds on the lookout for a daring, creative clothing range and affordable prices now wear its stylish designs. With more than 100 stores and 1300 multi-brand sales outlets in France and worldwide, it is positioning itself as a leading fashion industry name in the countries where it operates.

Springboard into Africa

The group will operate the sales outlets of these new partners under exclusive agreements, such as franchises, brand and distribution concessions and distribution agreements.

"The group acts as a catalyst for the development of international brands in Africa and as a springboard for brands that view the continent as a real growth lever. With our experience and our approach to consumption in Africa, we give them access to a high-growth market," explains Xavier Desjobert, CEO of CFAO Retail.

According to Ludendo group President Jean-Michel Grunberg, "This franchise agreement bolsters La Grande Récré's international presence. Our expertise in toys and the strength of our brand concept are key in satisfying Africa's new consumption needs."

The African middle class is expanding rapidly on the back of strong economic growth. Seven of the ten countries that will experience the strongest growth between 2011 and 2015 are in Africa. In sectors related to services and consumption, revenue on the continent is expected to increase by between 4% and 5% per year by 2020, while the number of households bringing home annual revenue of more than USD 5,000 is likely to rise to 130 million compared with 85 million today.

The group has a strong, longstanding presence in Africa and therefore boasts in-depth knowledge of the continent's markets and consumption patterns. Through these recent initiatives, it aims to offer African consumers a diversified high-quality products and services. This project demonstrates the confidence that CFAO and its partners place in Africa's economic impetus.

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