

# Leading British, European and US brands look to expand to SA

Having successfully launched Ted Baker, one of Britain's top mid-tier designer fashion brands in the market last year, Brand Capital has now secured a deal to launch Radley+ Co, the successful British handbags and accessories brand, in time for the Christmas season in Stuttafords in South Africa.

The focus on affordable luxury brands appears to be the trend, with Edcon earlier this year securing the master franchising rights to the UK's Tom Tailor brand as well as other international brands such as Topshop and Topman, Lipsy and Dune. Massmart also announced that it would be launching the UK George Clothing Brand in pop-up stores during December, although these would be aimed at a slightly lower income bracket.

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