

TFG buys Granny Goose and manufacturer Cotton Traders

South African fashion and lifestyle retailer TFG has acquired the local bedding, duvet and pillows brand Granny Goose and its associated manufacturer, Cotton Traders.



Source: Supplied

Granny Goose products will be available exclusively to TFG's @home brand. The acquisition will result in the over 235 Granny Goose and Cotton Traders employees joining the group.

According to TFG, the deal is a continuation of its strategy to invest locally and boost job creation. "This most recent acquisition of local brand Granny Goose exemplifies TFG's commitment to harnessing innovation and homegrown talent. It also enhances our growth strategy in local manufacturing," says Shani Naidoo, group retail director at TFG.

25 year-old family bedding business

A family business that opened its doors more than 25 years ago, Granny Goose is a popular, proudly South African brand. As of 1 October, the Granny Goose high-quality premium product range will be extended to more @home stores and increase its online presence. This will include the Gosling collection for babies and children.

Granny Goose founder Gaynor McVitty comments, “I am so excited about the next chapter for Granny Goose. It is with absolute love and pride that I hand over our beautiful brand to TFG. I have no doubt that they will continue delivering the highest standards that our customers have come to expect and we look forward to seeing the Granny Goose brand continue to grow.”

Alan Walkey, the founder of Cotton Traders, says that he looks forward to the growth of the home textiles manufacturing business and to the continued supply of quality bedding products to the South African retail market, the hospitality industry and of processed raw materials to other manufacturers under the expert guidance of TFG.



TFG's Prestige clothing leads the way as largest local apparel manufacturer in South Africa

TFG (The Foschini Group) 27 Aug 2021



Reducing reliance on international imports

TFG is South Africa's largest local apparel manufacturer and has in the last five years created a diversified local supply chain. This has not only reduced its reliance on international imports but has also supported our local economy through job creation.

“The acquisition of the iconic Granny Goose brand and of Cotton Traders extends our focused strategy to increase the contribution we are making to manufacture and grow local products in South Africa for our retail brands,” says Naidoo. “Since Granny Goose will be exclusive to @home, it will give us a competitive advantage in the high-quality, premium linen and duvet sector.”

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