

Luxe grows NWJ footprint through new Edgars partnership

Luxe Holdings, the micro-cap jewellery retail group that emerged when Taste exited its food businesses, has entered into a concessionary partnership with Edgars owner Retailability. The deal will see Luxe sell its NWJ fine jewellery and watches inside Edgars stores at NWJ-branded counters.



Source: Luxe Holdings

During the year, as part of a pilot project, Luxe rolled out jewellery and watches shop-in-shop counters in 20 Edgars stores across South Africa as a “white label” brand.

"With this pilot project producing pleasing results despite trying challenging trading conditions, we have commenced the next phase in our partnership with Edgars in branding all shop-in-shop counters with the NWJ branding nameplate," the company said on Thursday.

Luxe said its NWJ brand, which has a 37-year heritage, will provide the required impetus to fully realise the potential of this exciting venture.



Sunglass Hut partners with Woolies on shop-in-shop concept

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Plans to double footprint

The company also announced that NWJ will implement a rollout strategy to double its footprint of NWJ counters in a further number of Edgars stores from early 2022, with the aim to be represented in the majority of Edgars stores within South Africa and Namibia by 2023.

"Our evaluation and experience of the pilot project indicates that the Edgars' customer ideally fits NWJ's offering of quality, value and variety. "Edgars' substantial customer base also holds significant potential for NWJ's benefit from this credible, well-established and trusted household brand," Luxe said.

Retailability, the Durban-based retail group that owns brands including Legit and Beaver Canoe, [acquired roughly 120 Edgars stores](#) in southern Africa last year, saving thousands of jobs.

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