

# Norwood Mall reveals new-look stores

*Five retailers have revealed new-look stores at Norwood Mall, all in new positions in the shopping centre. This fundamental retailer refresh is driven by the addition of a new 1 800 sqm Food Lover's Market to Norwood Mall's top-notch retail mix.*

**M**r Price Home, Rage, Crazy Store, Bata and Step Ahead are trading from new stores as part of an innovative reconfiguration that will give Norwood Mall shoppers better access, easy flows and even more variety.

"We have taken the opportunity to make some bold, fresh changes which customers can look forward to," says Elsabe Griesel, Portfolio Manager at The Cavaleros Group, owners of Norwood Mall.

The reconfiguration will ensure the best mix of retailers in positions which create a dynamic and convenient shopping experience. It also means visitors will enjoy shopping at some of their favourite Norwood Mall retailers, in bright new stores.

Mr Price's new store has been revamped and given the retailer's new concept look and branding.

"The new store is much 'fresher' looking and will offer a greatly improved shopping experience to customers because of our new

layout," says Reynier Jacobs, of Mr Price Home Johannesburg Operations. "Customers can enjoy the same homeware and furniture assortment from our new Norwood Mall store, but with an improved look focusing on coordination and offering value to customers."

Bata has also upgraded its Norwood Mall store to the retailer's new "City Store", concept. "We have brought the store in line with current contemporary shopping trends to match the customer profile of the community," says Bata MD, Carolos Graces. Bata is currently the largest shoe company in the world with an international footprint in 70 countries in both the retail and manufacturing sector, serving one million customers a day. "We offer our urban Norwood Mall customers great value on trendy footwear and accessories, complemented by good customer service in a modern shopping environment."

Norwood Mall customers can enjoy the new crisp Step Ahead store design with a modernised logo, cool

white lighting, a fluorescent glow along the shelving bays, and beautifully designed graphics running along the bulkheads.

"Altogether we have created a fresh looking Step Ahead store that is modern and super attractive," says Greg Holding of Step Ahead. "Our range is uniquely composed of product from numerous brands and the most beautiful leather Pessio shoes sourced from some of the best factories in Europe. It also includes the Fitflop range which is a firm favourite with Norwood Mall shoppers."

Rage has also revamped its Norwood store. "We are proud to present shoppers with a new Rage Shoe store for their shopping pleasure. The new store is located opposite the old Rage store and is sure to bring Norwood Mall Rage lovers the trendiest shoes to delight the fashionista in them," says Kyla Lax, Marketing Manager: Rage. She notes that shoppers can expect to see the exciting new summer trends in footwear when new summer shoes arrive at the store in early August.



*Interior image of Norwood Mall*

The Crazy Store is boasting a brand new look; the store offers unbelievable value for the whole family. Everything from toys, party supplies, stationery, home wares and plastics to even pet and outdoor products can be found in one convenient bright inviting store.

Food Lover's Market will open in August. It will join Norwood Mall's admirable collection of anchor tenants: Woolworths, Dis-Chem and Pick n Pay.

Already, Food Lover's Market is preparing its new Norwood Mall store. Its new premises are complete and undergoing fit out.

Situated on the corner of Hamlin Street and 6th Avenue, Norwood Mall provides exceptional retail appeal for a centre of its size. Now, the strengthened retail dynamics achieved by reconfiguring and introducing Food Lover's Market will add even more to this everyday shopping drawcard.

"We're delighted that our retailers are enthusiastically working together to maximise Norwood Mall. The exciting new shopping they are creating will give our customers an even better shopping experience," says Griesel.