



Candi & Co and Foschini tie the knot

(Pre COVID lockdown – March 2020)

Read time: 3 minutes (600 words)

The brand alliance between salon franchise Candi & Co and The Foschini Group is bringing consumers a more centralised fashion and beauty experience.

Just like any relationship, a brand partnership starts with trust, followed by an investment in each other, followed by the desire for mutual growth. Any winning relationship also naturally brings out the best in both partners. And if all goes well and fuller potentials are achieved – side by side, in perfect synergy – only then can we speak of a match made in heaven.

Considering their joint achievements over the past year, the Foschini/Candi & Co partnership is such a match – and the two are bound to make magic together for a long time to come.

It all started when fashion retail giant Foschini gave Candi & Co a wink that made her curls unwind like party puffers. The ensuing collaboration was the first of its kind in South African retail and expanded traditional concept-store boundaries.

The early promise of this brand alliance was quickly consolidated. On the 22nd of August 2019 the two officially tied the knot, and with the first Candi & Co concept store launched in Foschini's flagship All Women fashion-hyper in Fourways.

Besides Foschini customers now having access to a host of specialised hair and beauty services, the instore Candi & Co mega-outlet also boasts some of the world's top salon and beauty brands such as Mizani, Redken, MoroccanOil, and ELEMIS, to name a few. An additional benefit is that all Candi & Co treatments and purchases can now simply be charged to your Foschini card.

Fresh from their business honeymoon, the brand partners took things further in December 2019, and with two Candi & Co pop up express salons opening at Foschini Sandton City and Foschini Mall of Africa. These compact pop ups have been so successful over the past couple months that they're getting a full service menu in 2020's second quarter.

Looking ahead, we can expect many more Candi & Co outlets popping up in Foschini stores countrywide.

For Candi & Co's founder, Candice Thurston, securing the right business partnerships is essential for growth and development. The rapid success of her company is anchored in that first collaboration with the Sorbet salon franchise six years ago. The more recent alliance with Foschini represents another major step for Candi & Co – one that will ensure they keep pushing forward in the hair and beauty big league.

According to Thurston, shared values are of uttermost importance for the long-term success of any strategic partnership and key to the Foschini/Candi & Co relationship.

“Creating employment opportunities in an uncertain economy and instilling a sense of fulfilment in our employees’ careers sit at the heart of our franchise ambitions. We are fortunate that these ideals are also shared by Foschini. It’s what makes our business relationship work.”

“Yes, innovative disruption in the beauty and fashion industries might be our joint objective, but of equal relevance to us is the concept ‘purpose and people before profit’. Without this principle steering our brands, growth would be slow and uncertain.”

Central to the Candi & Co/Foschini vision is to inspire employees to become independent, and to encourage them to work toward owning their own cars, homes and one day their own businesses. To help them achieve this, they teach them how to budget, how to invest, and how to nurture the mindset of seeing themselves as passionate entrepreneurs first, and not as mere cultural constructs limited by society.

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Candi & Co runs riot at Beauty Revolution 2020

Read time: 1½ minutes (360 words)

Beauty, Braided Bouffant & Blunt-Bangs alert! *Candi & Co is giving Beauty Revolution 2020 a bold, big-brand makeover. Following last year’s spectacular launch, visitors to this year’s festival can expect a revolution within a revolution.*

Pre-glam spoils, influencer take-overs, a talent search, a post-event bash at Sandton’s trendy Saint restaurant – Candi & Co is bringing a new look to Beauty Revo 2020!

Join us, as we Candi-coat the future of hair and beauty. Be encouraged by us, as we deracialise the African art of hairstyling. Come sit with us, as we highlight your right to feel gorgeous and unique. Then stay with us, as we host the after-party of the year.

There’ll be panel discussions with Candi & Co founder Candice Thurston, there’ll be free hair & brow styling and free nail treatments, there’ll be complimentary vouchers and refreshments, and there’ll be Candi & Co’s hair masterclasses (another first for Beauty Revo 2020!). Friday will feature the amazing Nadia Nakai, while Saturday presents classes from naturalista ambassadors Danni Bowler and Katlego Tefu, as well as wig master Xola Madube.

All’s happening at the “Candi&Co-MTN GLAMBOX”...

This pop-up salon will be the main rendezvous point for the CandiCoTribe. Come hang out with us and don’t forget to grab your goodie bag containing top style products and Candi & Co beauty and hair vouchers.

The two-day festival is also an opportunity for Thurston to promote her salon franchise's budding collaboration with two of South Africa's brand giants.

"Our groundbreaking partnership with Foschini and MTN is bringing something radical and exciting to this year's festival. The synergy between the three brands is priceless, in that we're equally dedicated to the growth, empowerment and wellbeing of South African women."

"We've got so much planned for Beauty Revo 2020 and I'd love to see every single Candi & Co follower as well as all new Candi-converts join us over the two days. We're really looking forward to spoiling you." says Thurston.

Africa's boldest beauty bash, the 2020 Beauty Revolution, runs from Friday 13 March to Saturday 14 March at the Sandton Convention Centre.

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The logo for WordWellness, featuring the brand name in a lowercase, sans-serif font centered within a light green square background.

wordwellness