

YUPPIECHEF OPENS SECOND PHYSICAL STORE

Omni-channel retailer to expand physical retail offering

Premier South African kitchen & homeware store Yuppiechef has announced the launch of a second physical store, set to open 1 July 2018 in Gardens Shopping Centre in the Cape Town CBD. The new store launches just nine months after the first brick-and-mortar Yuppiechef store opened in Willowbridge, Tyger Valley, Cape Town. “Our first store has been incredibly well-supported, so opening a second store felt like the natural next step,” says Yuppiechef co-founder and Managing Director Andrew Smith.

“The feedback we’re getting from our Willowbridge customers is that they’re enjoying the ability to both ‘click and collect’ as well as view the product in-store, while still taking delivery at their homes or offices,” says Smith. “We don’t want our customers to see Yuppiechef as either an online retailer or a physical store – we want to be seen as a single retail brand, and shoppers should interact with us on their terms, whenever they want and wherever they are”.

Gardens Shopping Centre is ideally located for shoppers on the Atlantic Seaboard, as well as the Cape Town CBD. The new Yuppiechef store is modelled on its Tyger Valley sibling, boasting the same industrial look and feel with an exposed ceiling and prominent steel elements. The colour palette features dark tones with highlights of wood, concrete and bronze. “We’ve really enjoyed seeing how the space in Willowbridge has worked, and we’re excited to bring this successful concept to life in a second space,” says Smith.

The first brick-and-mortar store was opened in response to the key insight that South Africans enjoy the physical shopping experience - browsing, getting advice, the immediacy of purchase, seeing and being seen. “Shoppers want to start looking at products online, and then come into a store to make a final decision before walk away with their purchase,” says Smith. The in-store experience has also boosted Yuppiechef’s registry service, allowing couples to select items for their online registry, in-store.

The Yuppiechef in-store experience has been dramatically optimised through technology linked to the online offering. Shoppers are able to use their own mobile phones to scan QR codes in store, which leads directly to product information as well as reviews from other shoppers. With

the touch of a button, they're able to make a decision on a purchase based on the experience of others, and the in-depth product information available on Yuppiechef.com.

In addition, bespoke Yuppiechef-designed software for in-store point-of-sale devices allows transactions to take place anywhere in the store. This means no queues and faster service, particularly in busy times. Customers are able to browse on the device and order a Yuppiechef item which might not be in the store, as well as quickly process returns or collect items ordered online.

"We're thrilled about the new opportunities this omni-channel strategy has opened up for us and we'll continue to innovate, to deliver the ultimate shopping experience for our customers," concludes Smith.

Ends.

www.yuppiechef.com

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