

14 September 2010

Eastgate opens a new high fashion hub

14 Sept 2010 - Eastgate Mall today revealed its new high-end fashion offering at a cocktail event for media, tenants, centre management and executives of centre owner, Liberty Properties.

The stylish extension includes 24 new retail outlets offering shoppers access to leading local and international designer brands. Trend setters will delight in a selection of stores that includes Just Japs, La Senza, Accessorize, Mango, Jack Friedman, Preview, Crossover International, Forever New, Jo Borkett, Bellagio Jewellers, Rockport, Kingsley Heath, Columbia, ecko, Vigano, Sasch, Gen X and Shesha.

Fans of top sports brands will be pleased to see Reebok, Billabong, Sneakers, Canterbury, The Cross Trainer/Editions and Mr Price Sport all have representation in Eastgate's new lifestyle hub.

The fashion precinct is part of an extensive R610 million refurbishment to ensure Eastgate remains the retail experience of choice for visitors to this premier destination in Joburg's eastern suburbs.

Maurice Mdlolo, Liberty Properties Chief Operating Officer comments: 'Eastgate has been an integral part of the Bedfordview community for more than thirty years. It is frequented by over 80 000 visitors on Saturdays and over 2 million loyal shoppers a month. This latest offering is sure to keep brand conscious fashionistas coming back for more.'

