

Media Release

Lifestyle Expo @ Rand Show

Friday 30 March – Sunday 8 April 2018
Johannesburg Expo Centre, Nasrec



FOR IMMEDIATE RELEASE

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Lifestyle Expo @ Rand Show showcases the best in local indoor and outdoor design.

The organisers of Rand Show 2018 are delighted to announce the unveiling of the Lifestyle Expo @ Rand Show 2018, yet another innovative, exciting and highly interactive platform that will showcase the very best that South African design has to offer the savvy South African consumer.

As one of South Africa's largest and most iconic consumer events, the Rand Show has become an integral part of South African heritage, entertaining generations of families for over 124 years. The organisers of Rand Show are also constantly looking at improving specific categories of the show, and making them even more relevant to the show's target audience.

"The Lifestyle Expo @ Rand Show, is one of these categories, with a specific focus on indoor and outdoor home design and décor," says Craig Newman, CEO of Johannesburg Expo Centre and official Spokesperson for the Rand Show. "While the South African exhibitions and events industry currently hosts several design events, many have seen a steady reduction in visitor numbers over recent years, because they do not necessarily appeal to a broader audience," he says. "However, the Rand Show is a unique event, appropriately tag-lined as *Joburg's biggest day out*, and provides ample entertainment, activity and interest for every member of the family."

According to Dave Nemeth, of Trend Forward, who has partnered with Rand Show to provide strategic marketing insight, the Lifestyle Expo @ Rand Show has been designed as a unique initiative to put South African design on the global map and make excellent local design accessible to a wider South African audience. "South Africa is making its global mark in original lifestyle design, but it is still only accessible and appreciated by a very select, targeted and niche market. "The aim of the Lifestyle Expo is to take design to a broader audience and target a broader range of LSMs," adds Nemeth.

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The Lifestyle Expo @ Rand Show is comprised of various zones that focus on specific aspects of indoor and outdoor design, including: The Living Zone (Furniture, Décor, Designers Rugs, Art and Prints); Outdoor Living (Furniture, Braais, Saunas, Spa Baths, Gas Heaters, Awnings); Sleep Zone (Beds, Mattresses; Head Boards, Linen and Duvets); Tech Zone (TVs, Home Automations, Security Systems, Fibre Providers, Sound Systems); Design Pavilion (Flooring, Furniture, Fabrics, Décor, Lighting) ; Kitchen and Dining (Kitchens, Appliances, Crockery and Cutlery, Cookbooks); Home Improvement (Flooring, Carpets, Walls, Roofing, Doors, Windows).

“The Rand Show provides exhibiting brands with the opportunity to meet over 200 000 potential customers and make new and potentially lucrative sales leads,” says Newman. “Even in this tough economic climate, we still find exhibiting brands taking up bigger stands at Rand Show because the show provides them with many new opportunities, as well as the option to sell merchandise directly to consumers from the show floor. This is a great platform to both launch new products, take orders, move stock and create ample leads and a customer base that will positively impact brands in future,” concluded Newman.

ENDS

Notes to Editors:

Since its establishment in 1894, the Rand Show has become one of South Africa’s largest and most iconic consumer events and a highlight on the annual events calendar, having entertained multiple generations of South African families. Staged annually at the Johannesburg Expo Centre in Nasrec, it serves as an important launch pad for exciting brands and businesses and caters to the entire family. Categories include sport, children’s products and services, wellness, outdoor living, science, technology, government departments, trends, design and home living, as well as world-class exhibits by the SANDF, a unique feature not seen anywhere else. The expo attracts over 200 000 visitors each year, mostly families across all cultures in the middle to upper income brackets. Often referred to as Johannesburg’s biggest day out, 2018 promises to prove yet again why Rand Show has been in existence for over 120 years. This is not just another expo.

Rand Show 2018 Dates: Friday 30 March to Sunday 8 April

Rand Show 2018 Venue: Johannesburg Expo Centre, Rand Show Road, Nasrec
(GPS – S26°14.484’ E27°58.510)

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