

Localising global trends - 10 Dec 2018

BY LAUREN HARTZENBERG, RETAIL EDITOR (@BIZ_RETAIL)

In continuation of our ATF Trade Expo coverage, Maroefah Smith reports back on trend analyst Nicola Cooper's presentation on how to **localise global trends for the SA consumer**, in a **two-part series**.

In other top news, **Coca-Cola Beverages Africa has a new CEO** in the form of Jacques Vermeulen. And Philip Morris International has launched its **next-generation IQOS devices in SA**, in line with its vision to phase out traditional cigarette brands in favour of healthier alternatives.

Then, workers have been barred from **picketing at Dis-Chem**, Coca-Cola Africa pledged \$38million over three years to stimulate recycling industries across Southern and Eastern Africa, and BankservAfrica recorded over **R6 million as the most expensive Black Friday transaction** for 2018.

Looking ahead, a new e-commerce experience from Mastercard and Next Retail Concepts lets **shoppers virtually navigate through a three-dimensional store**, interact with their favourite brands, and engage with digital content curated by the retailer - across any browser.

And finally, we've announced our speaker lineup for **BizTrendsLIVE!** Mail rsvp@bizcommunity.com to book for the event taking place January 2019.

Until next week!

Lauren Hartzenberg
Retail Editor: [Bizcommunity.com](https://www.bizcommunity.com)

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