



Publication		
WEEKEND ARGUS - SUNDAY EDITION		
Page	Date	AVE (ZAR)
5	Sun 11 Apr 2021	2404.42



TAKEOVER

New lease on life for House of Monatic

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THE takeover of local clothing manufacturer House of Monatic on April 1 appears to have been a smooth transition, with new owners The Foschini Group (TFG) revealing plans on how it plans to build on the iconic brand.

House of Monatic was established more than 100 years ago and until recently was owned by Brimstone Investments.

Characteristic of the turbulence in the local clothing manufacturing sector, the factory experienced years of successive losses and was in danger of going under. In 2019, a "right-sizing" process took place and 140 staff were affected, soon after that, there was a retrenchment process that took place.

On April 1, 251 employees were transferred from House of Monatic to Prestige Clothing, which is owned by TFG.

Head of TFG Design Centre, TFG Manufacturing and Prestige Clothing, Graham Choice said: "It has been a busy period but nothing unexpected. A standout in this transition is the

absolute relief from the employees that they were not going to be losing their jobs and that there would be a smooth handover from Brimstone to TFG.

"Operations will continue at the current location while the new premises are being renovated over the next three months."

The SA Clothing and Textile Workers' Union (Sactwu) welcomed the takeover.

Sactwu general secretary Andre Kriel said: "The factory's continued location in the Epping Industrial area, a centrally connected node, is a great help to mitigate the pressure of increased work-related transport costs on workers."

Little is known about the future of the House of Monatic retail brands, Carducci, CSquared and Viyella. Choice confirmed: "The House of Monatic is a wholesale brand representing the company's heart and soul and the wonderful clothing it's made over the many years, including that of the president, a legacy we hope to continue. TFG has not purchased any of House of Monatic's retail brands."