Y&G = Young & Gifted

Y&G is a fashion forward destination aimed at the younger Foschini customer. The brand represents a collective of 18-25 year olds, who have a strong sense of self direction and purpose.

It’s for individuals who don’t want to look like everyone else, they want to make each piece their own and they have their own take on trends.

It’s for the Young & Gifted!

#IamYG  #MyYG  #YGMyWay
Y&G believes in...

Expression of individual identity

Accepting and understanding everyone’s style

Empowerment for yourself and each other
Y&G brand personality

REAL confident passionate CREATIVE FRESH
Expression moodboard

OVERVIEW - INDIVIDUAL

MY OWN RULES
EAT
SLEEP
PARTY
REPEAT

MY WAY

COSMO
Future of Fashion
in partnership with Foschini
william morris

DANCE TO MY OWN BEAT

MY STYLE

LAUGH
SMILE
DANCE
LOVE
DREAM
Expression moodboard

OVERVIEW - COLLECTIVE

#YGMYWAY

ALWAYS NOW

ALWAYS CREATIVE

ALWAYS ME, ALWAYS Y&G

COSMO
Future of Fashion

IN PARTNERSHIP WITH
FOSCHINI

ALWAYS UNIQUE

ALWAYS CONFIDENT

ALWAYS MYSELF
design