Indigo Brands – South African trademarks

Updated 8 November 2026

Indigo Brands is a South African maker of fragrances, cosmetics and toiletries, including Yardley London and other brands sold through South African retailers.

How Indigo Brands has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#200
largest trademark owner in South Africa (of 121,626)

304
trademarks filed

13
different logos published since 2020

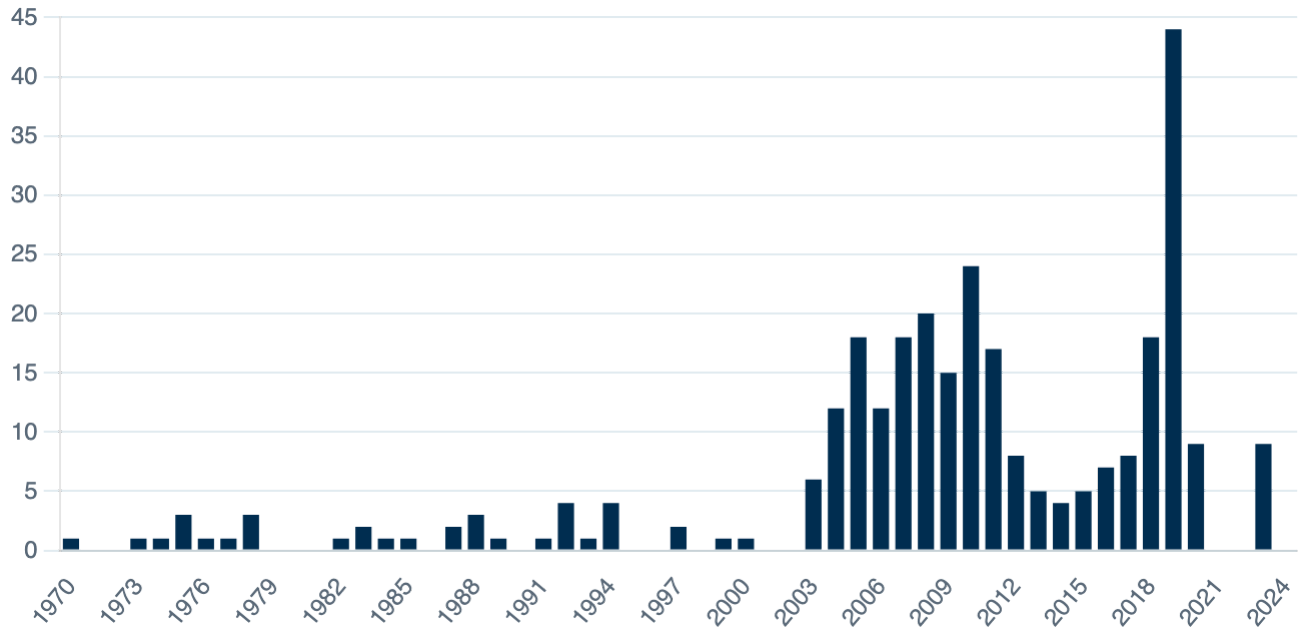
3
of 45 classes used

1922
first trademark filed

95
filed in the last 10 years

A portfolio built over time

Indigo Brands filed its first South African trademark in 1922 and has filed 304 since; its busiest year was 2019, with 44 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

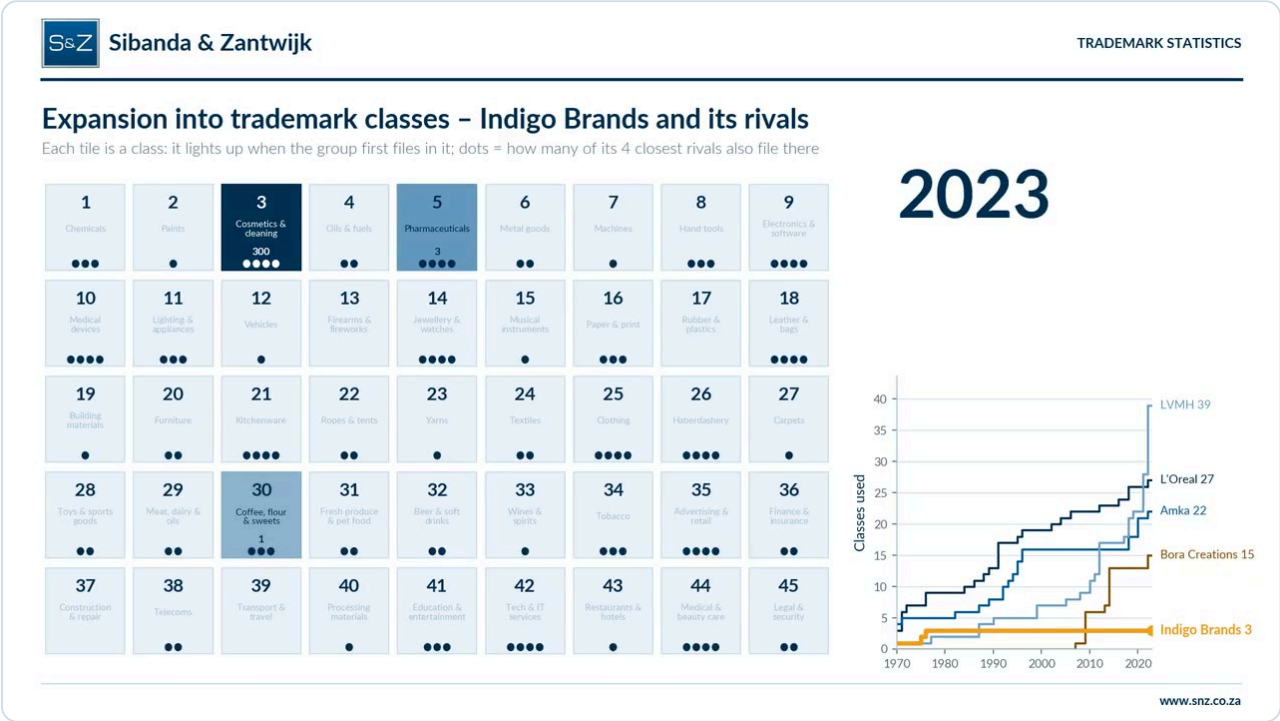
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Indigo Brands	356	1922–2023
Indigo Cosmetics	1	2008–2008

Where Indigo Brands expanded its business

Trademark classes show what a business sells. Indigo Brands' portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), coffee, flour & sweets (class 30). Its most recent moves were into coffee, flour & sweets (1976), pharmaceuticals (1975), cosmetics & cleaning (1922).

Indigo Brands trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/indigo-brands-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

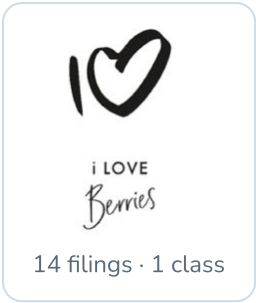
CLASS		MARKS	SHARE	SINCE
3	Cosmetics & cleaning	300	98.7%	1922
5	Pharmaceuticals	3	1.0%	1975
30	Coffee, flour & sweets	1	0.3%	1976

The brands Indigo Brands protects most

The word marks and logo names Indigo Brands has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	YARDLEY LONDON CONQUER	3	1	2020–2020
2	BLUE STRATOS	2	2	1973–1978
3	GERM DEFENCE	2	2	2020–2020
4	BEAUTY MAGIC	2	1	1964–2010
5	ESP	2	1	1982–1984
6	HORIZON	2	1	1992–1999
7	I VANILLA	2	1	2005–2016
8	PANACHE	2	1	1967–1978
9	PURE PERFORMANCE	2	1	1993–1994
10	YARDLEY LACE	2	1	1985–2009
11	YARDLEY LONDON	2	1	2019–2020
12	YARDLEY OF LONDON	2	1	1994–1994
13	YOU'RE THE FIRE	2	1	1975–2010
14	442	1	1	2005–2005
15	442 PACE	1	1	2007–2007

Logos filed most often (since 2020)



14 filings · 1 class



3 filings · 1 class



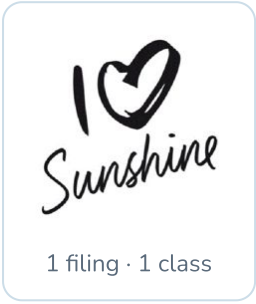
1 filing · 1 class



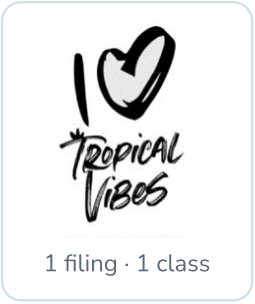
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



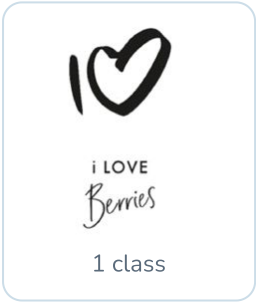
1 filing · 1 class



1 filing · 1 class

Indigo Brands' logos

The 13 different logos Indigo Brands has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



1 class



1 class



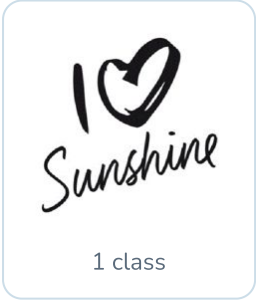
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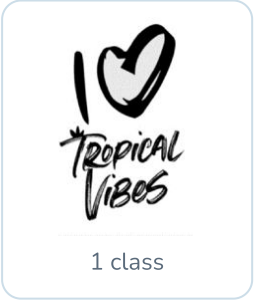
1 class



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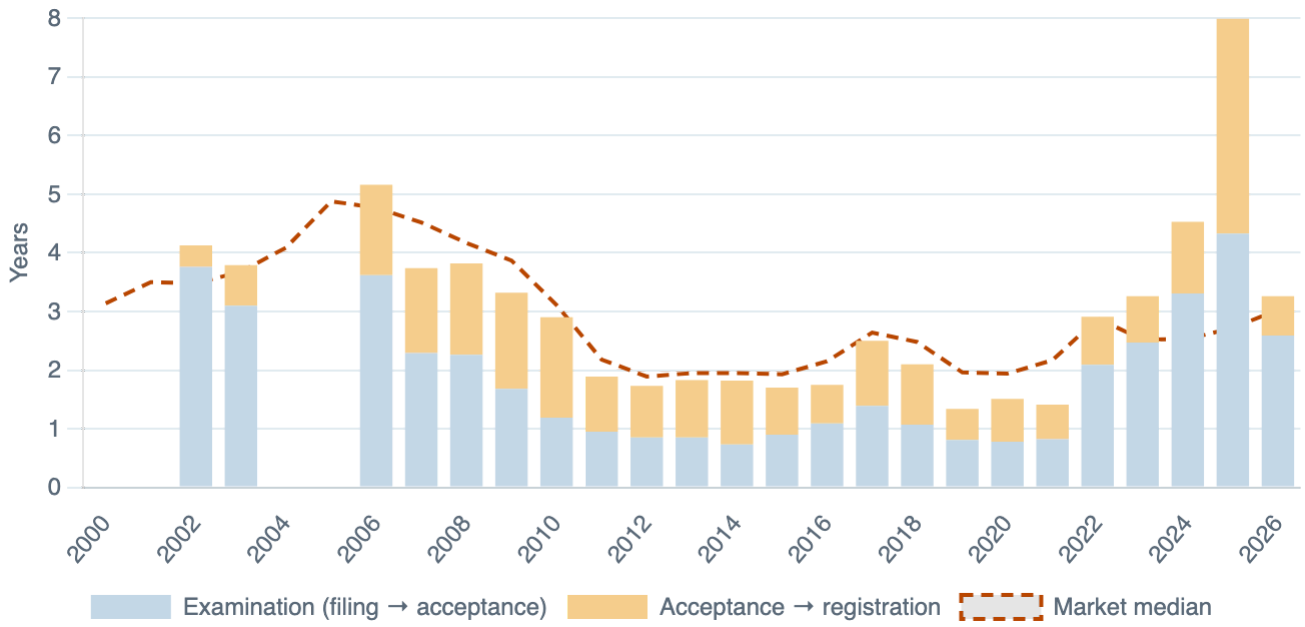

1 class


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Indigo Brands' marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

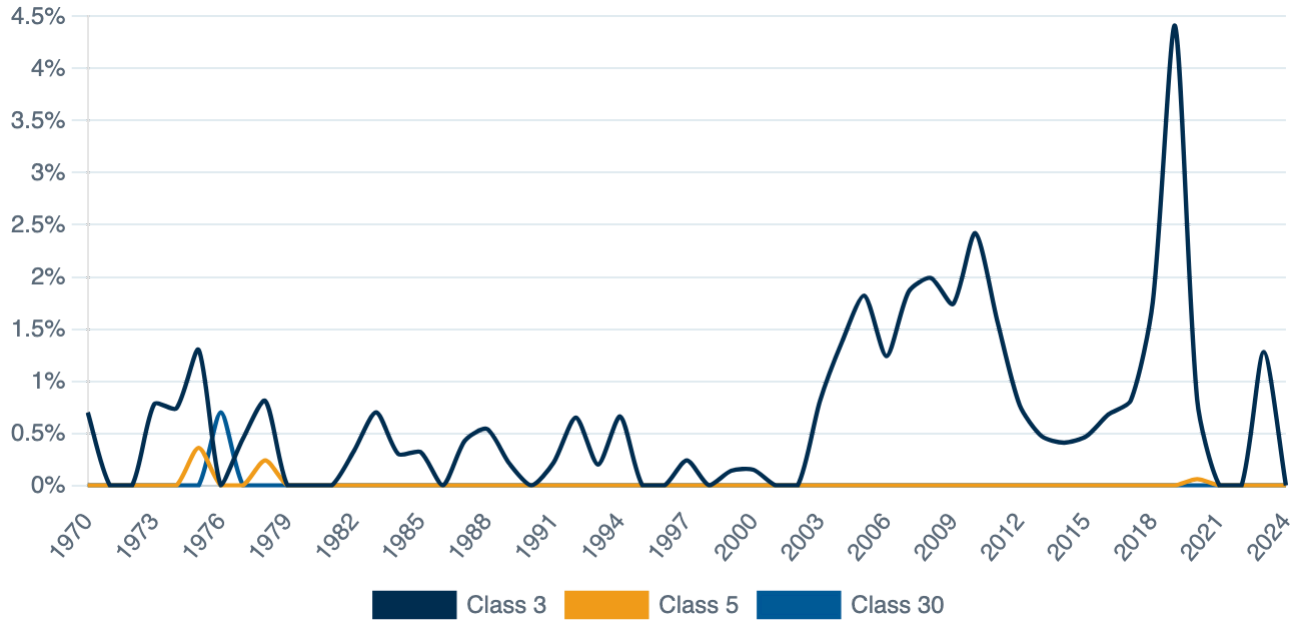


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Indigo Brands' classes

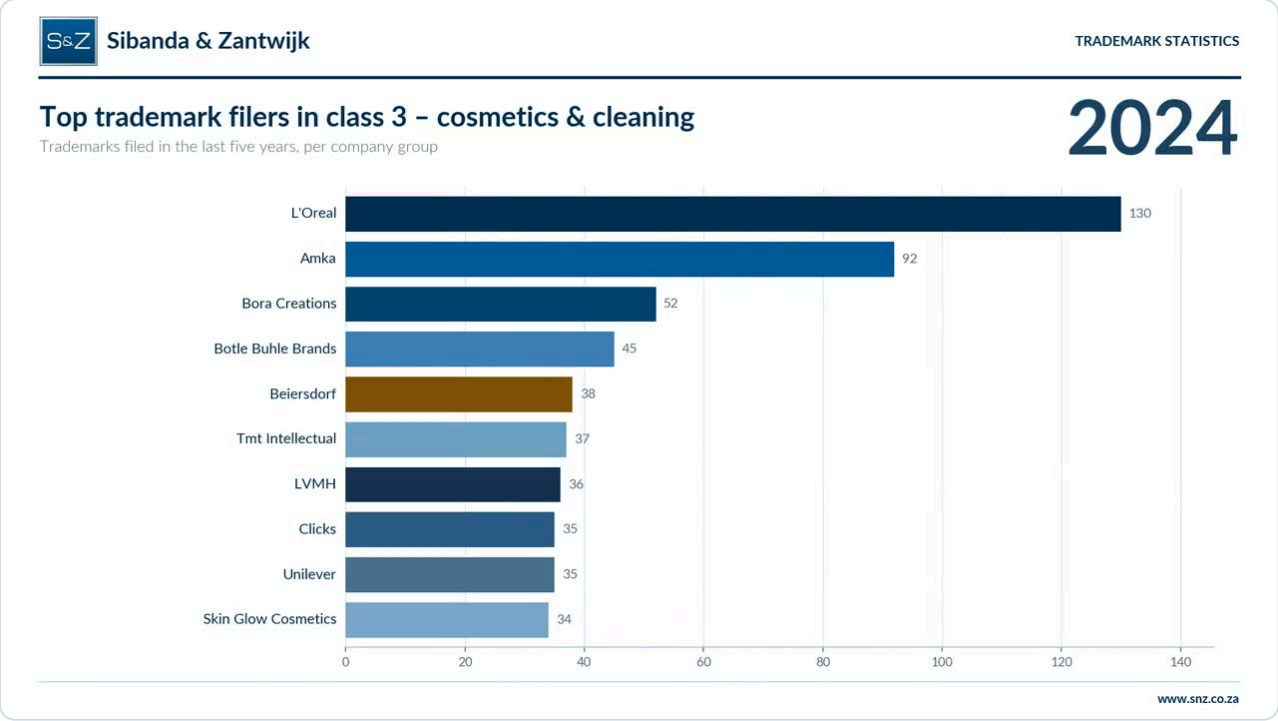
> Ranked by **number of trademarks filed in Indigo Brands' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Indigo Brands' market position, not who is most like it.

In the last five years, Indigo Brands was **#18** of 1,836 filers in class 3 (cosmetics & cleaning), with 17 of 3,958 trademarks; **#1990** of 2,050 filers in class 5 (pharmaceuticals), with 1 of 6,111 trademarks.



Indigo Brands' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Indigo Brands



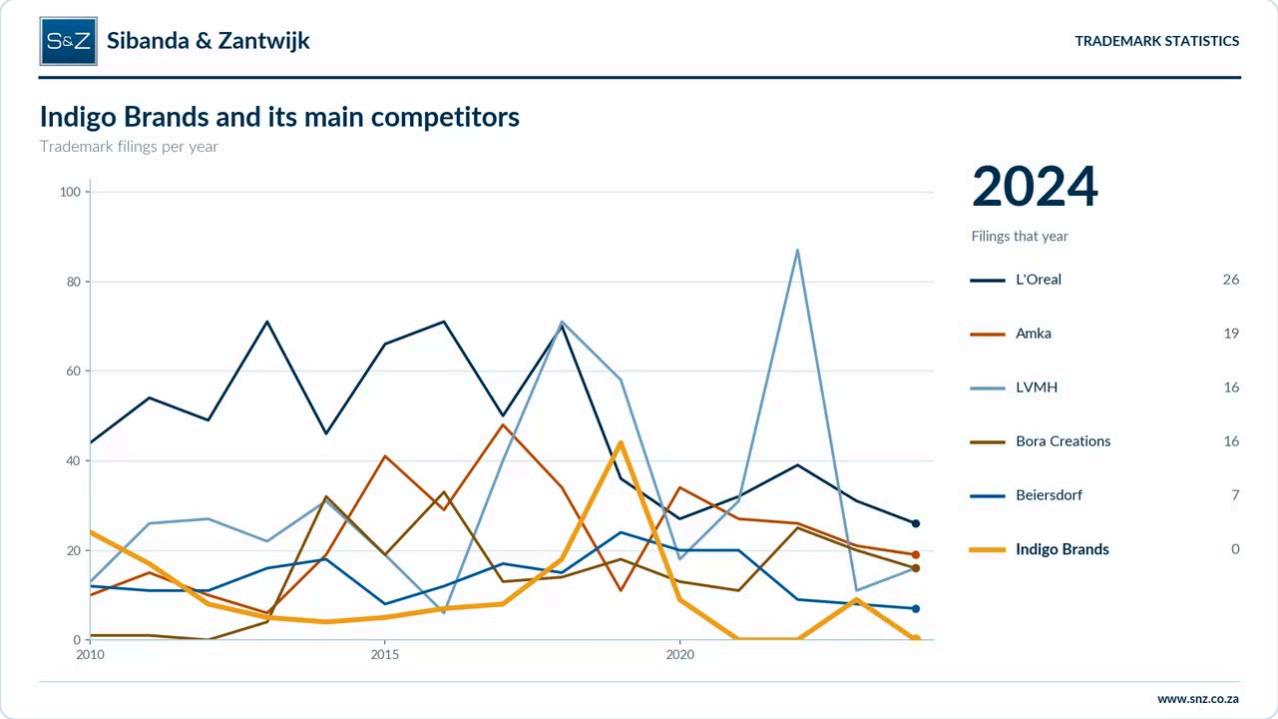
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/indigo-brands-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Indigo Brands

> Ranked by **how similar their whole trademark portfolio is to Indigo Brands'** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Indigo Brands' closest competitors in South Africa are L'Oreal, Amka, LVMH and Bora Creations.

Indigo Brands trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/indigo-brands-south-african-trademarks/competitors-video.html

Trademark filings per year: Indigo Brands (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	100%
2	Amka	Direct competitor	92%
3	LVMH	Direct competitor	83%
4	Bora Creations	Direct competitor	80%
5	Beiersdorf	Direct competitor	80%
6	Unilever	Direct competitor	80%
7	Avon Products	Direct competitor	78%
8	Procter & Gamble	Direct competitor	78%
9	Clinique Laboratories	Direct competitor	75%
10	Make Up Art Cosmetics	Direct competitor	73%

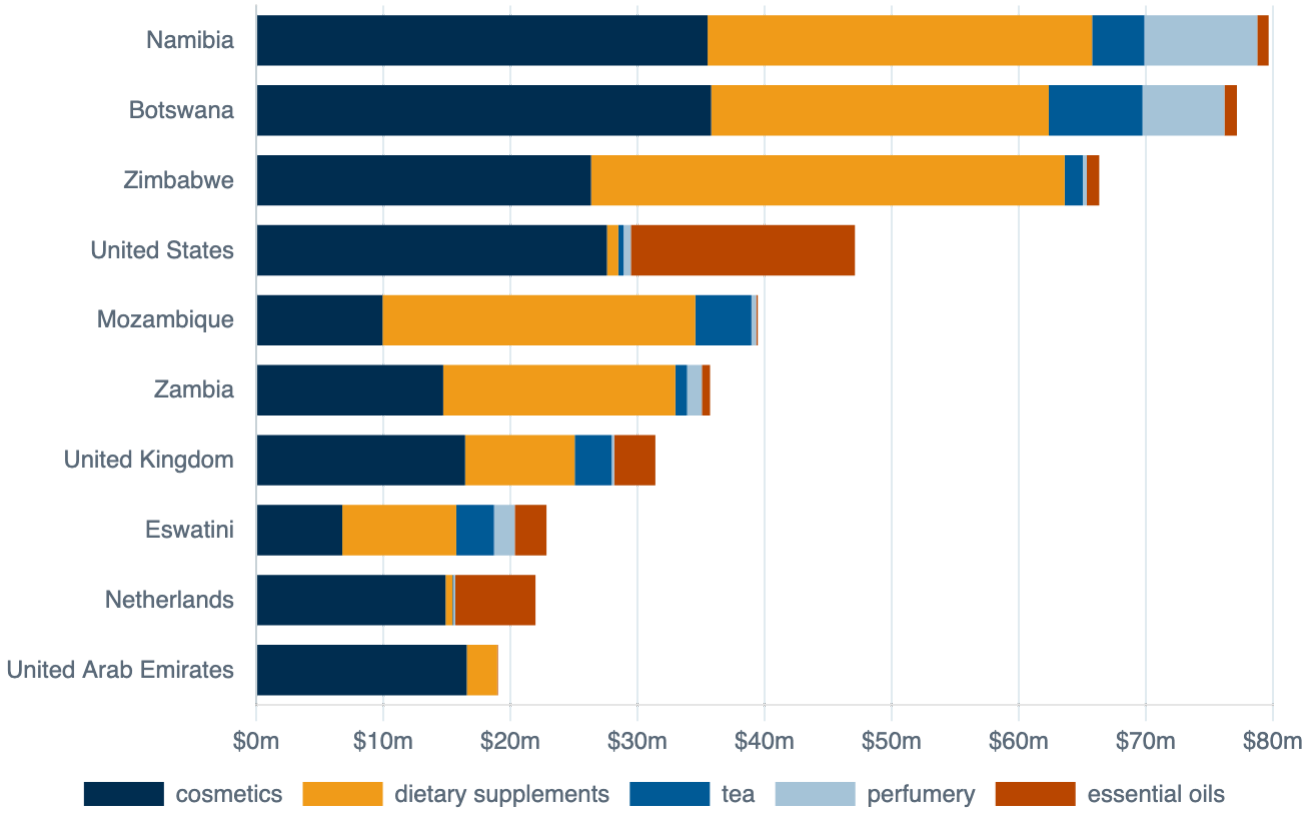
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Indigo Brands – relevant export countries

South Africa exported **US$1.5 billion** of the goods Indigo Brands' main classes cover in the last year – cosmetics; essential oils; perfumery; dentifrices (class 3); dietary supplements; pharmaceuticals; disinfectants; veterinary preparations (class 5); tea; coffee; bread (class 30). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Indigo Brands' trademarks matter most.

Where South Africa exports Indigo Brands' top goods

Indigo Brands' trademarks most often cover cosmetics, dietary supplements, tea, perfumery and essential oils. South Africa's ten largest export markets for these goods took **62%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Indigo Brands' specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	76	US$106 m	+3%	National	US$1,859
2	United States of America	75	US$66 m	+0%	National	US$2,075
3	United Kingdom	70	US$38 m	+1%	National	US$1,012
4	Namibia	65	US$191 m	+12%	ARIPO	US$343
5	Japan	64	US$11 m	-2%	National	US$1,187
6	Australia	63	US$41 m	-4%	National	US$1,660
7	Zimbabwe	63	US$137 m	+13%	ARIPO	US$343
8	Botswana	62	US$178 m	+2%	ARIPO	US$343
9	Canada	61	US$7.4 m	+0%	National	US$1,623
10	Türkiye	60	US$7.7 m	+6%	National	US$980

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	65	US$191 m	+12%	ARIPO	US$343 S&Z
2	Zimbabwe	63	US$137 m	+13%	ARIPO	US$343 S&Z
3	Botswana	62	US$178 m	+2%	ARIPO	US$343 S&Z
4	Mozambique	58	US$97 m	+5%	ARIPO	US$343 S&Z
5	Malawi	58	US$34 m	+15%	ARIPO	US$343 S&Z
6	Nigeria	58	US$19 m	-8%	National	US$609 S&Z
7	Eswatini	57	US$67 m	-6%	ARIPO	US$343 S&Z
8	OAPI (17 states)	54	US$17 m	+6%	National	US$1,194 S&Z
9	Tanzania	54	US$15 m	-4%	ARIPO	US$343 S&Z
10	Lesotho	54	US$39 m	+3%	National	US$314

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 3 classes; ARIPO costs are per country, plus US$280 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
YARDLEY LONDON CONQUER	1	US$203	US$824
BLUE STRATOS	2	US$406	US$1,009
GERM DEFENCE	2	US$406	US$1,009
BEAUTY MAGIC	1	US$203	US$824
ESP	1	US$203	US$824

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Indigo Brands' five most-filed brands: word marks of **other companies** (not Indigo Brands' own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to YARDLEY LONDON CONQUER (class 3; searched 2019-03-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BLUE STRATOS (classes 3, 5; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to GERM DEFENCE (classes 3, 5; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BEAUTY MAGIC (class 3; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to ESP (class 3; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

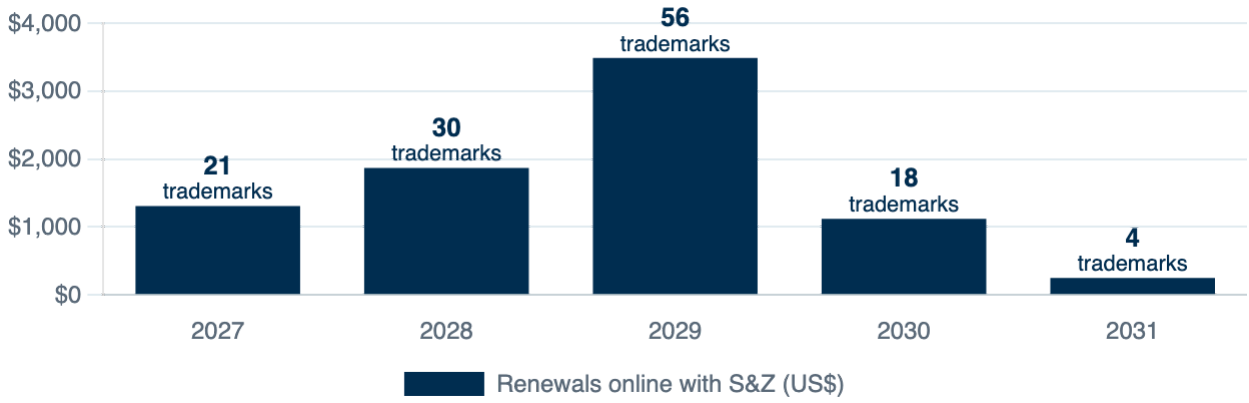
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Indigo Brands' next five years of renewals

129 of Indigo Brands' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,035** over the five years.



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