Retailability – South African trademarks

Updated 8 November 2026

Retailability is a South African fashion retailer. Its chains include Edgars, Legit, Style and Beaver Canoe.

How Retailability 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.

#306
largest trademark owner in South Africa (of 121,626)

191
trademarks filed

22
different logos published since 2020

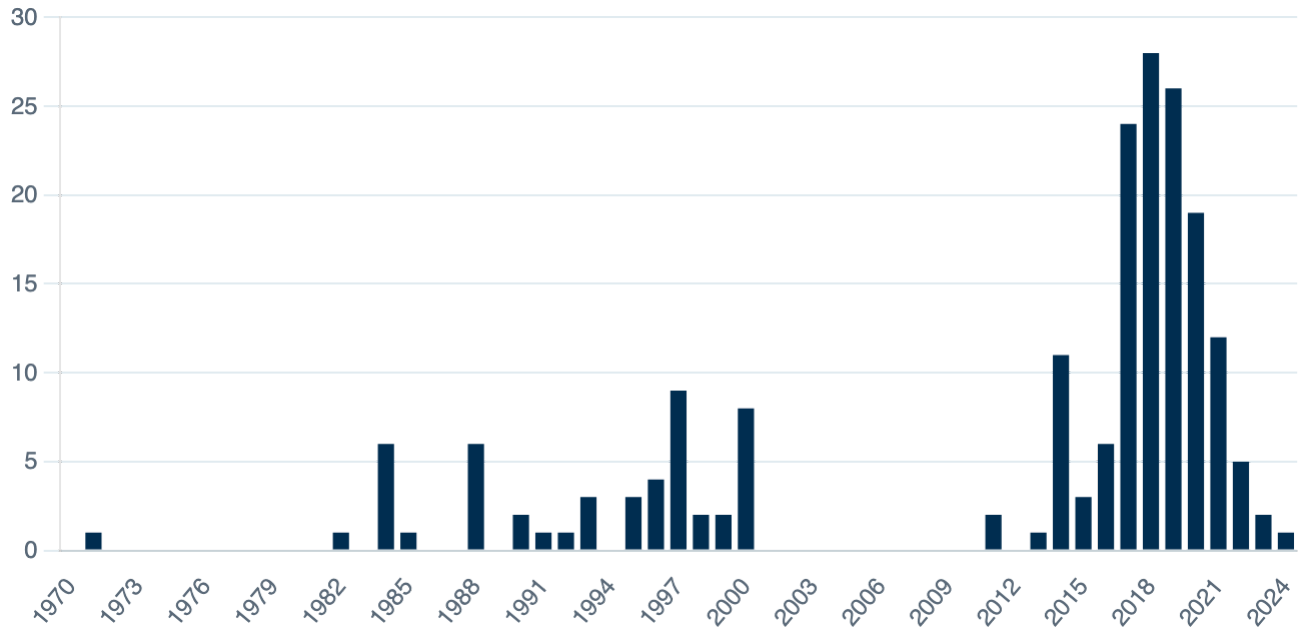
19
of 45 classes used

1965
first trademark filed

123
filed in the last 10 years

A portfolio built over time

Retailability filed its first South African trademark in 1965 and has filed 191 since; its busiest year was 2018, with 28 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

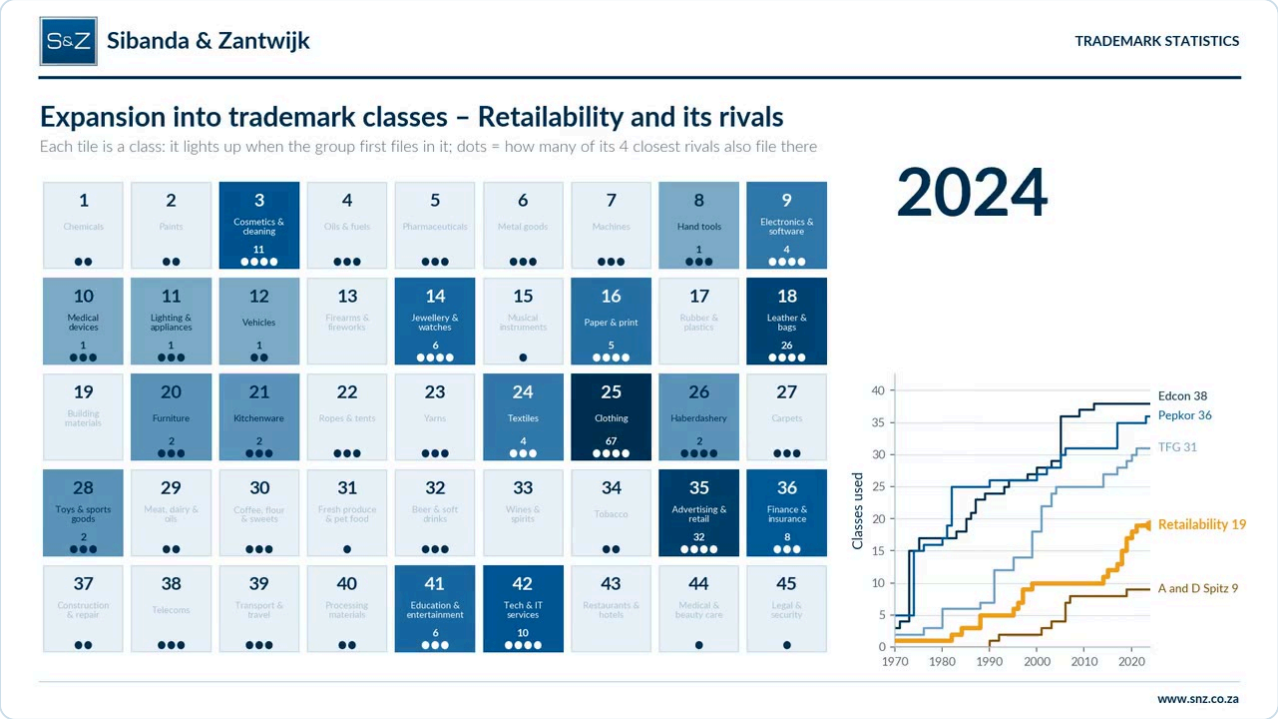
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Retailability	492	1965–2024
Winter Breeze Trading 104	8	2000–2011

Where Retailability expanded its business

Trademark classes show what a business sells. Retailability's portfolio is concentrated in clothing (class 25), advertising & retail (class 35), leather & bags (class 18). Its most recent moves were into toys & sports goods (2021), medical devices (2020), kitchenware (2019).

Retailability trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/retailability-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
25 Clothing	67	35.1%	1965
35 Advertising & retail	32	16.8%	1997
18 Leather & bags	26	13.6%	1984
3 Cosmetics & cleaning	11	5.8%	1995
42 Tech & IT services	10	5.2%	1982
36 Finance & insurance	8	4.2%	1997
14 Jewellery & watches	6	3.1%	1996
41 Education & entertainment	6	3.1%	1999

The brands Retailability protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	GRL	12	6	2017–2017
2	ONE TWO THREE	7	7	2018–2018
3	PRO ACTION	7	5	1997–2021
4	BEAVER CANOE	7	4	1998–2017
5	ABC	6	4	1984–2000
6	EDGARS	6	4	1999–2019
7	STYLE	6	3	2019–2019
8	1498	5	5	2017–2017
9	EDGARS ACCESS	5	5	2019–2019
10	EDGARS PLUS	5	5	2020–2020
11	KELSO	5	4	2018–2021
12	EDGARS BEAUTY	5	2	2018–2018
13	EDGARS HOME	4	1	2018–2018
14	EDGARS FREE CLOTHING & ACCESSORIES	3	3	1995–1995
15	MISS LEGIT	3	3	2020–2020

Logos filed most often (since 2020)



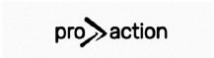
18 filings · 6 classes



8 filings · 3 classes



7 filings · 7 classes



5 filings · 5 classes



3 filings · 3 classes



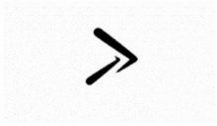
3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes

Retailability's logos

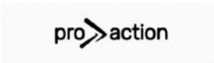
The 22 different logos Retailability has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



7 classes



6 classes



5 classes



3 classes



3 classes



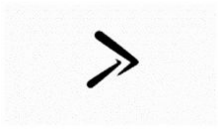
3 classes



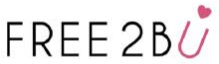
3 classes



3 classes



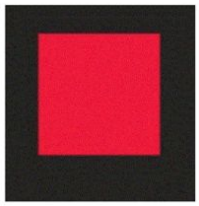
2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

1 class



1 class



1 class



1 class



1 class

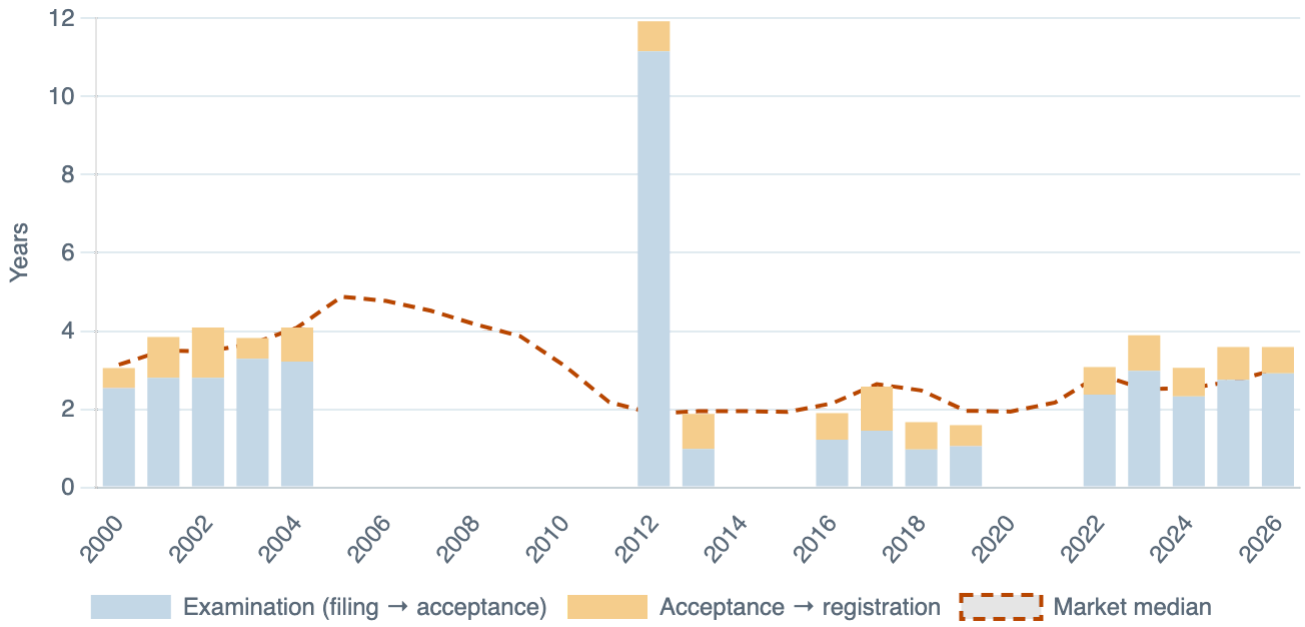


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Retailability's 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: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

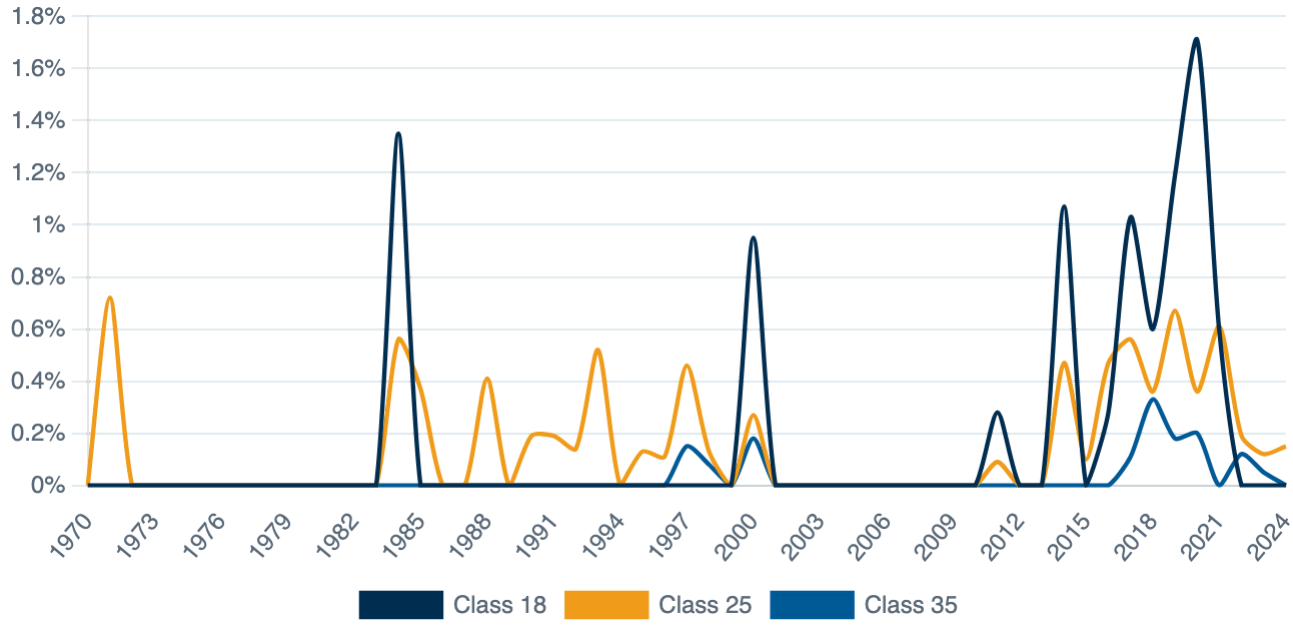


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Retailability's classes

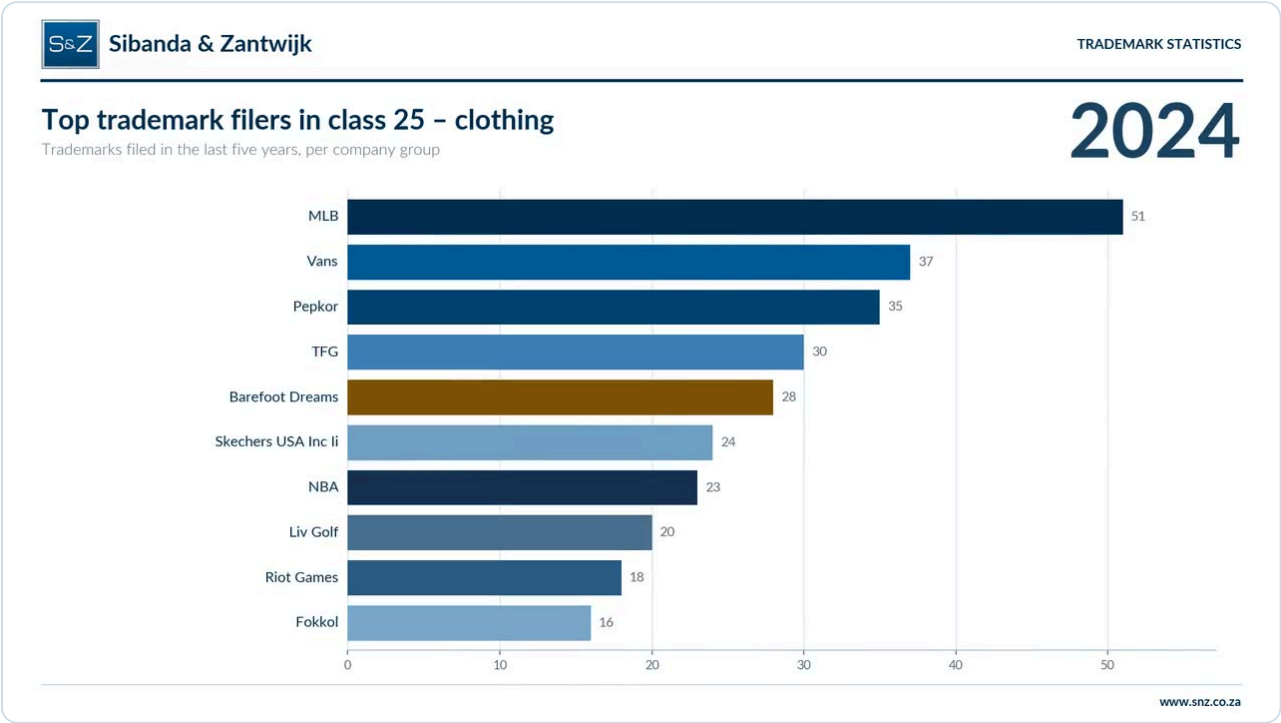
> Ranked by **number of trademarks filed in Retailability's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Retailability's market position, not who is most like it.

In the last five years, Retailability was **#13** of 2,715 filers in class 25 (clothing), with 15 of 4,647 trademarks; **#93** of 5,866 filers in class 35 (advertising & retail), with 9 of 11,124 trademarks; **#24** of 758 filers in class 18 (leather & bags), with 7 of 1,383 trademarks.



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

Top trademark filers in class 25 (clothing), South Africa 1975–2024: Retailability



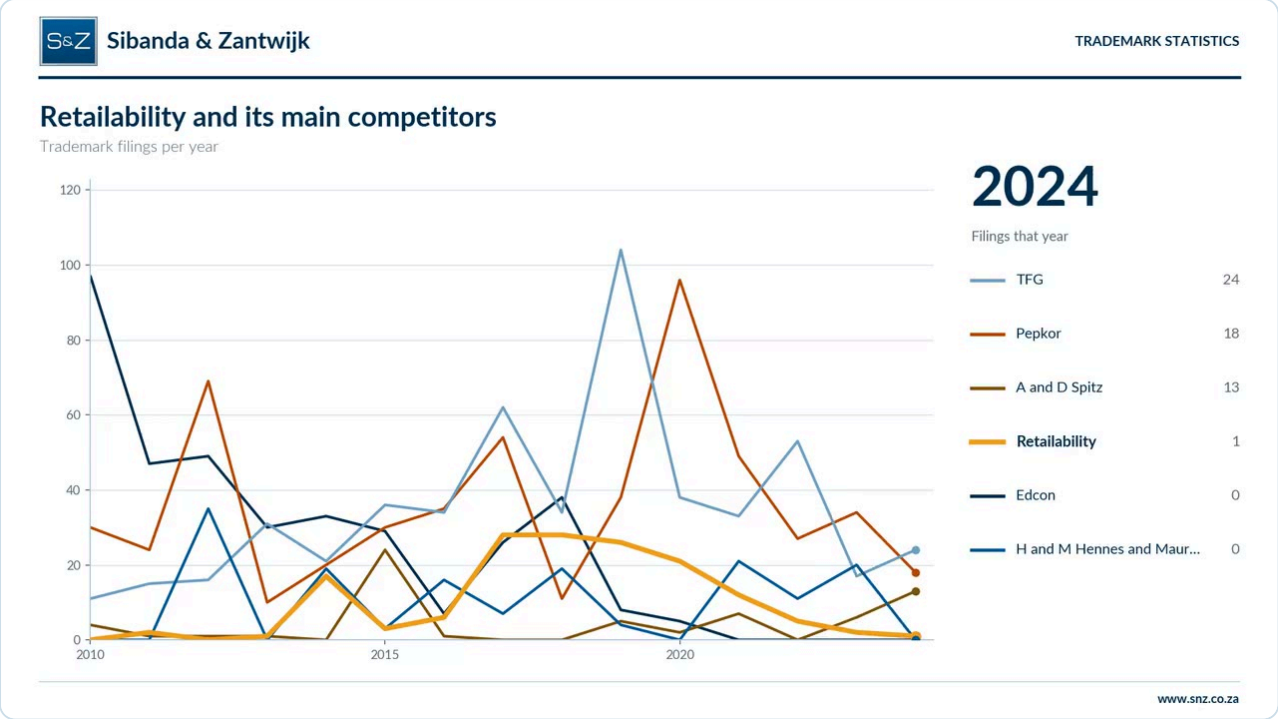
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/retailability-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Retailability

> Ranked by **how similar their whole trademark portfolio is to Retailability's** – 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.

Retailability's closest competitors in South Africa are Edcon, Pepkor, TFG and A and D Spitz.

Retailability 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/retailability-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Edcon	Direct competitor	93%
2	Pepkor	Direct competitor	90%
3	TFG	Direct competitor	81%
4	A and D Spitz	Direct competitor	69%
5	H and M Hennes and Mauritz	Direct competitor	69%
6	Fast Retailing	Direct competitor	68%
7	Mr Price	Direct competitor	68%
8	Walmart	Other field	70%
9	Barefoot Dreams	–	73%
10	Vans	–	72%

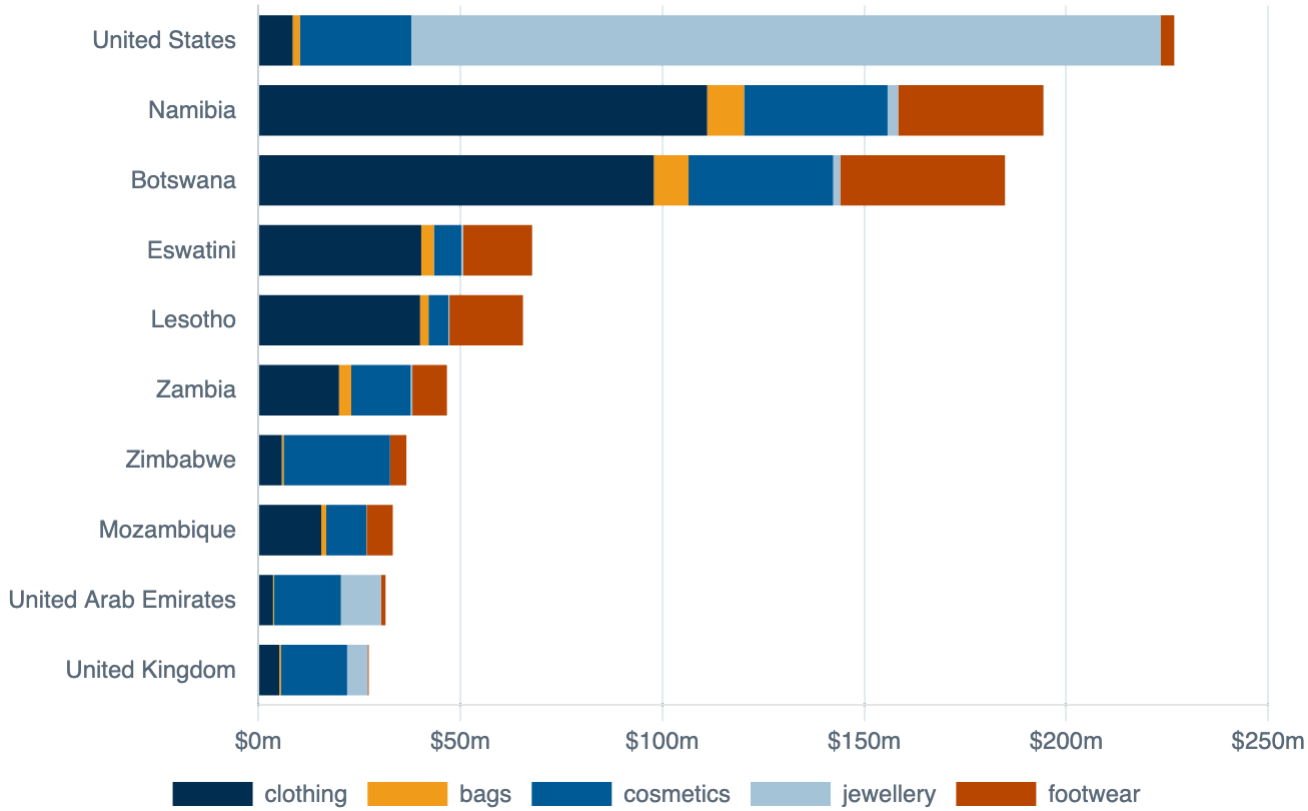
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Retailability – relevant export countries

South Africa exported **US$49.4 billion** of the goods Retailability's main classes cover in the last year – clothing; footwear; headwear; headgear (class 25); bags; umbrellas; luggage; walking sticks (class 18); cosmetics; essential oils; dentifrices; perfumery (class 3); jewellery; precious stones; precious metals; horological and chronometric instruments (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Retailability's trademarks matter most.

Where South Africa exports Retailability's top goods

Retailability's trademarks most often cover clothing, bags, cosmetics, jewellery and footwear. South Africa's ten largest export markets for these goods took **79%** 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 Retailability's 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, 4 CLASSES
1	United Kingdom	79	US$8.6 billion	+12%	National	US$1,192
2	India	73	US$6.6 billion	+11%	National	US$1,051
3	United States of America	73	US$4.1 billion	-8%	National	US$2,750
4	European Union	72	US$3.0 billion	-3%	National	US$2,123
5	Japan	68	US$3.6 billion	-3%	National	US$1,481
6	Hong Kong SAR	66	US$1.6 billion	+17%	National	US$1,412
7	China	66	US$13.2 billion	-13%	National	US$984
8	Singapore	59	US$563 m	-3%	National	US$1,725
9	Republic of Korea	56	US$485 m	+1%	National	US$4,005
10	Taiwan, Province of China	56	US$129 m	-1%	National	US$1,725

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Nigeria	53	US$3.3 m	-16%	National	US$812 S&Z
2	OAPI (17 states)	51	US$5.5 m	-1%	National	US$1,378 S&Z
3	Malawi	47	US$10 m	-3%	ARIPO	US$397 S&Z
4	Gambia	41	US$1.5 m	+23%	ARIPO	US$397 S&Z
5	Uganda	40	US$403 m	+197%	ARIPO	US$397 S&Z
6	Kenya	40	US$13 m	-19%	National	US$2,535
7	Lesotho	38	US$73 m	-3%	National	US$320
8	Algeria	37	–	+9%	National	US$1,302
9	Namibia	37	US$220 m	+1%	ARIPO	US$397 S&Z
10	Tanzania	37	US$9.5 m	-2%	ARIPO	US$397 S&Z

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 4 classes; ARIPO costs are per country, plus US$290 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)
GRL	6	US$1,218	US$1,748
ONE TWO THREE	7	US$1,421	US$1,932
PRO ACTION	5	US$1,015	US$1,563
BEAVER CANOE	4	US$812	US$1,378
ABC	4	US$812	US$1,378

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 Retailability's five most-filed brands: word marks of **other companies** (not Retailability's 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 GRL (classes 3, 9, 14, 18, 25, 35; searched 2023-01-25 to 2026-11-08)

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

Similar to ONE TWO THREE (classes 9, 11, 12, 18, 20, 24, 25; searched 2021-03-31 to 2026-11-08)

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

Similar to PRO ACTION (classes 18, 21, 24, 25, 26; searched 2018-09-26 to 2026-11-08)

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

Similar to BEAVER CANOE (classes 18, 25, 35, 41; searched 2018-06-27 to 2026-11-08)

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

Similar to ABC (classes 18, 25, 35, 42; searched 2023-12-20 to 2026-11-08)

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

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

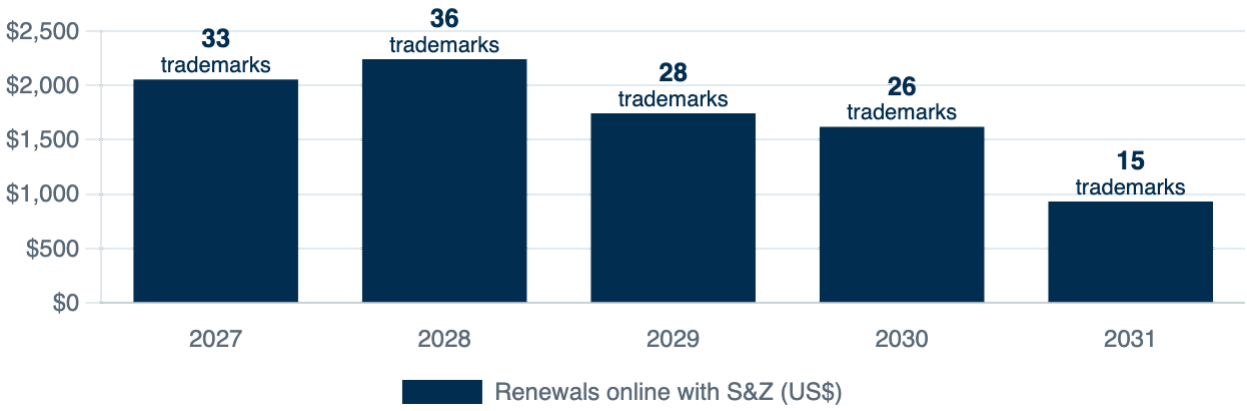
S&Z prices – South African trademarks

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$.

Retailability's next five years of renewals

138 of Retailability's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,596** over the five years.



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