TFG – South African trademarks

Updated 8 November 2026

TFG (The Foschini Group) is a JSE-listed fashion and lifestyle retailer. Its chains include Foschini, Markham, Totalsports, @home, Jet and Sportscene.

How TFG 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.

#75
largest trademark owner in South Africa (of 121,626)

767
trademarks filed

42
different logos published since 2020

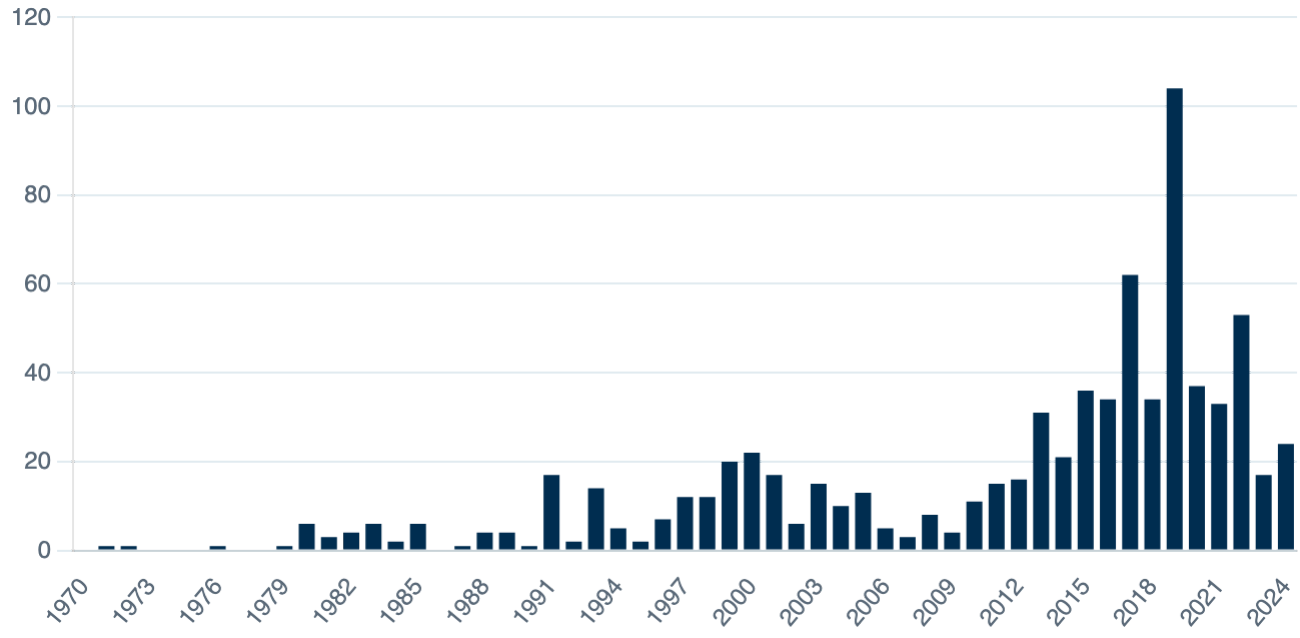
31
of 45 classes used

1952
first trademark filed

399
filed in the last 10 years

A portfolio built over time

TFG filed its first South African trademark in 1952 and has filed 767 since; its busiest year was 2019, with 104 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

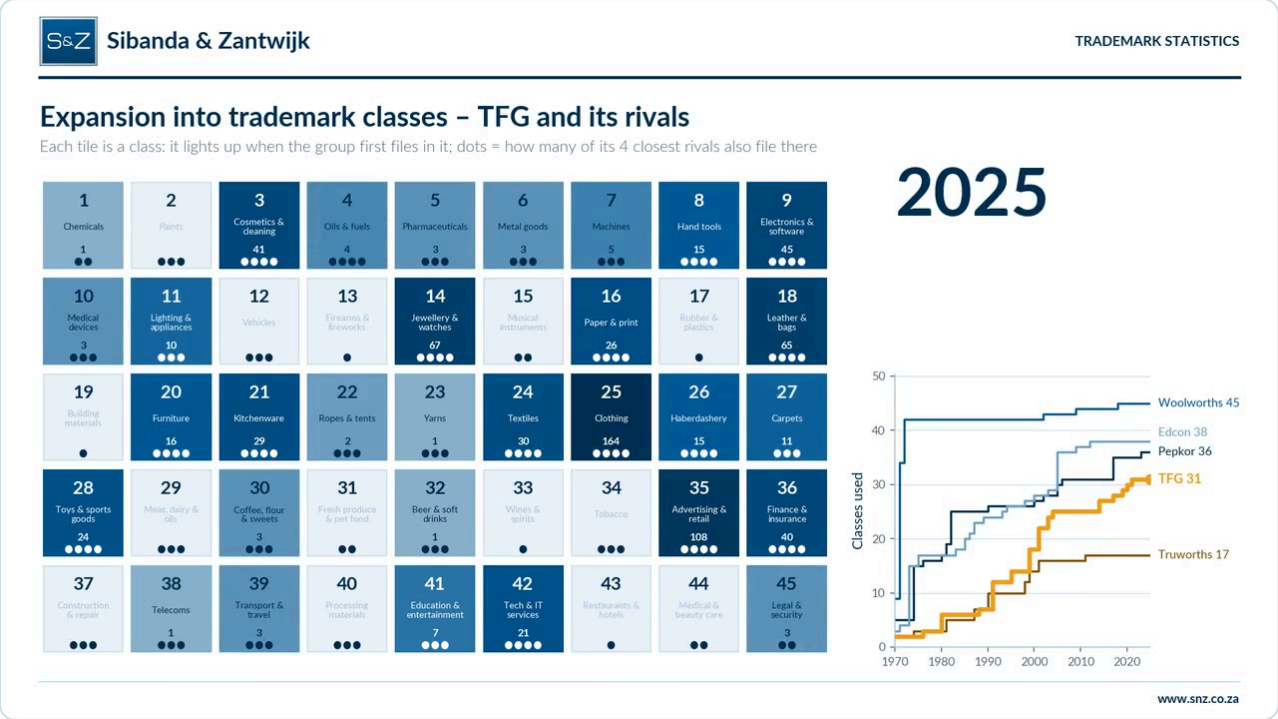
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
TFG	940	1952–2025
Foshini Retail Group	4	2000–2012

Where TFG expanded its business

Trademark classes show what a business sells. TFG's portfolio is concentrated in clothing (class 25), advertising & retail (class 35), jewellery & watches (class 14). Its most recent moves were into beer & soft drinks (2021), medical devices (2020), pharmaceuticals (2019).

TFG trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tfg-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	164	21.4%	1953
35 Advertising & retail	108	14.1%	1995
14 Jewellery & watches	67	8.7%	1952
18 Leather & bags	65	8.5%	1991
9 Electronics & software	45	5.9%	1988
3 Cosmetics & cleaning	41	5.3%	1991
36 Finance & insurance	40	5.2%	1999
24 Textiles	30	3.9%	1980

The brands TFG protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	JET	28	20	1976–2019
2	AH	14	14	2024–2024
3	BASH	14	14	2022–2022
4	IMAGINE MORE	14	14	2017–2017
5	@HOME	13	13	1999–2001
6	DUE SOUTH	12	12	2003–2003
7	DUESOUTH LIFE IN THE OPEN	12	12	2016–2016
8	JET LOVE WHERE YOU LIVE	11	11	2021–2021
9	JET LIL STAR	11	6	2019–2020
10	FOSCHINI	9	9	1983–1991
11	JET HOME	9	9	2014–2014
12	TOTALSPORTS	9	5	1981–2011
13	ICONOGRAPHY	8	6	2022–2022
14	FABIANI	7	7	1966–2019
15	FASHION AND ME	7	7	2016–2016

Logos filed most often (since 2020)



24 filings · 20 classes



14 filings · 14 classes



10 filings · 6 classes



8 filings · 8 classes



8 filings · 4 classes



6 filings · 3 classes



5 filings · 5 classes



4 filings · 2 classes



4 filings · 1 class



3 filings · 3 classes

TFG's logos

The 42 different logos TFG 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.



20 classes



14 classes



8 classes



6 classes



5 classes



4 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



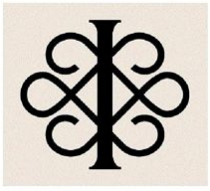
2 classes



2 classes



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2 classes

2 classes

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2 classes

1 class

1 class

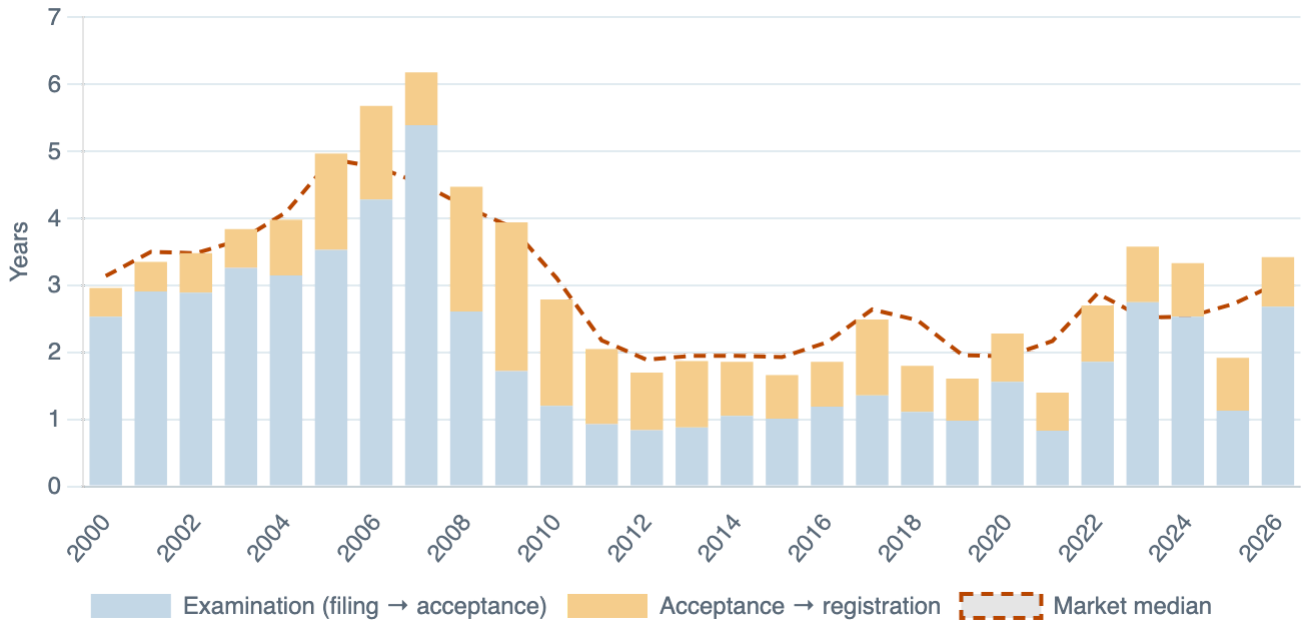
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, TFG's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



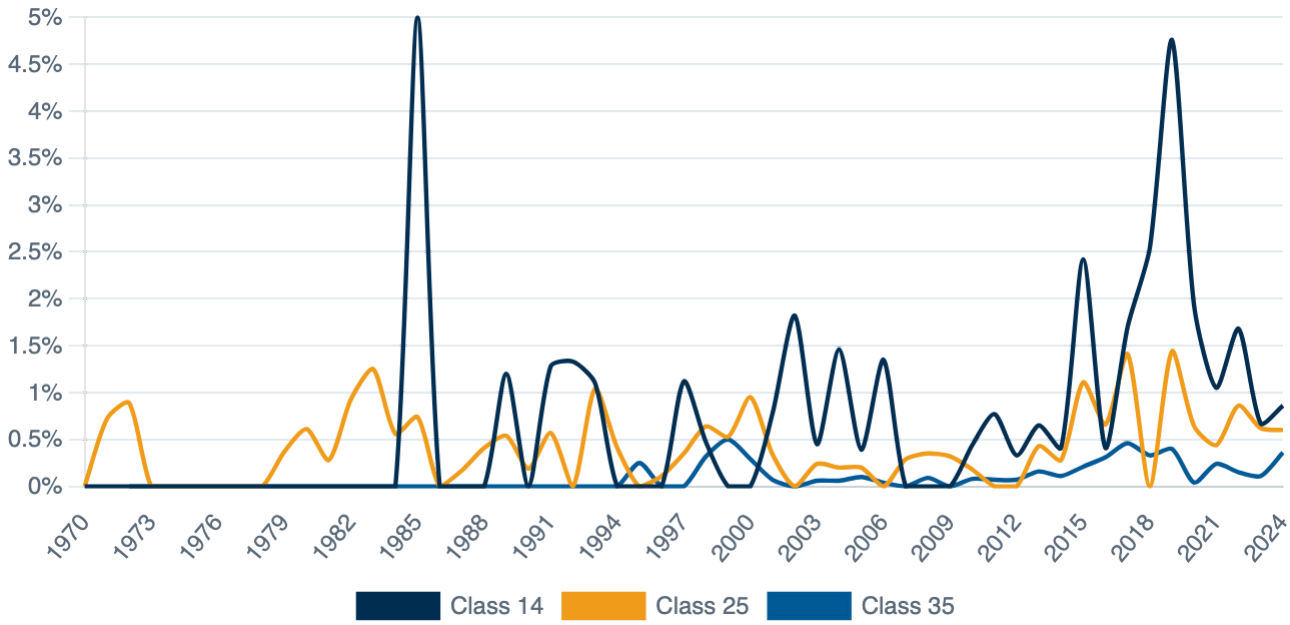
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in TFG's classes

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

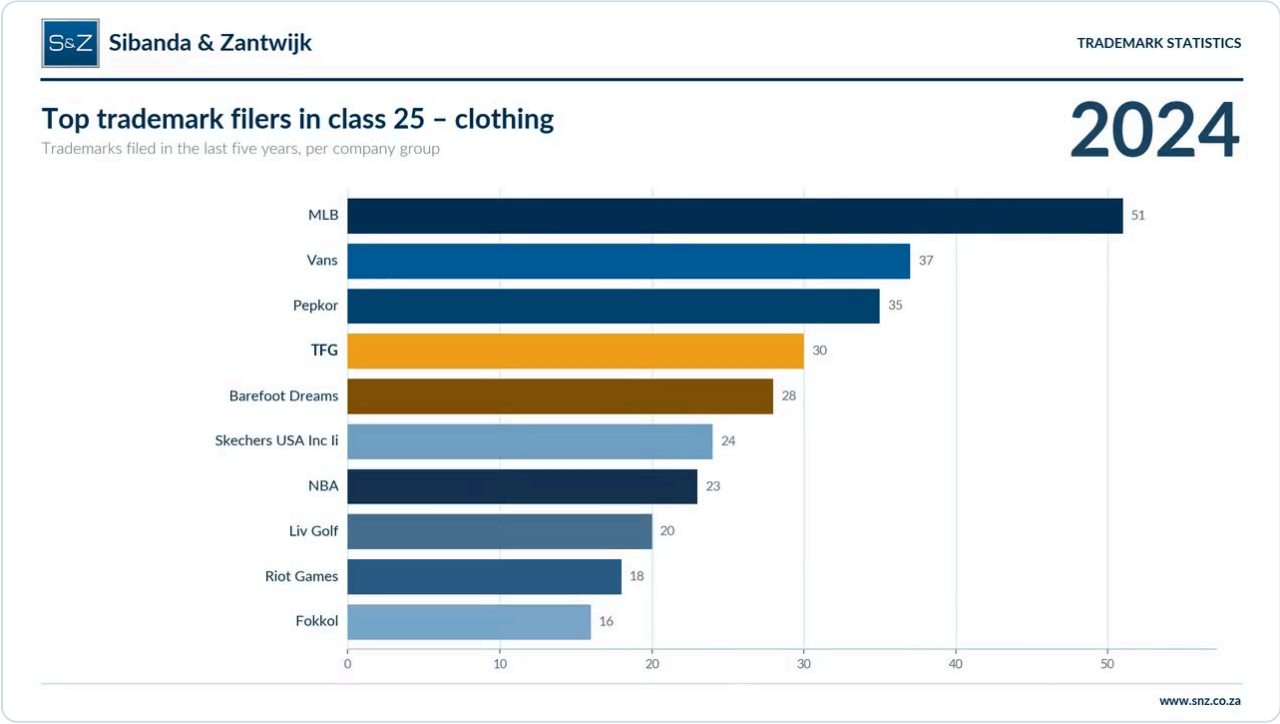
> who is most like it.

In the last five years, TFG was **#4** of 2,715 filers in class 25 (clothing), with 30 of 4,647 trademarks; **#30** of 5,866 filers in class 35 (advertising & retail), with 19 of 11,124 trademarks; **#11** of 406 filers in class 14 (jewellery & watches), with 10 of 778 trademarks.



TFG'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: TFG



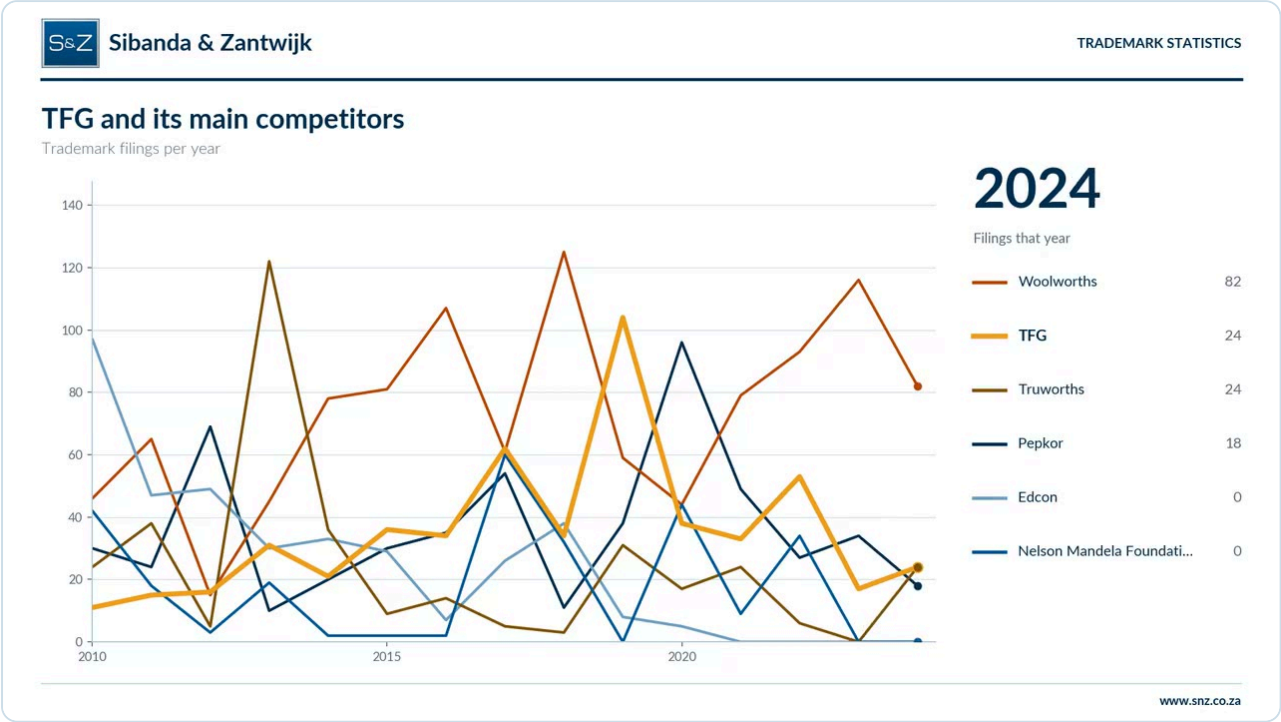
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tfg-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like TFG

> Ranked by **how similar their whole trademark portfolio is to TFG'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.

TFG's closest competitors in South Africa are Pepkor, Woolworths, Edcon and Truworths.

TFG 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/tfg-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Pepkor	Direct competitor	77%
2	Woolworths	Direct competitor	70%
3	Edcon	Direct competitor	67%
4	Truworths	Direct competitor	67%
5	Nelson Mandela Foundation Trust	Supplier / brand owner	71%
6	BMW	Supplier / brand owner	70%
7	Red Bull	Supplier / brand owner	69%
8	South African Rugby Union	Supplier / brand owner	66%
9	Porsche	Supplier / brand owner	66%
10	Netflix	Supplier / brand owner	66%

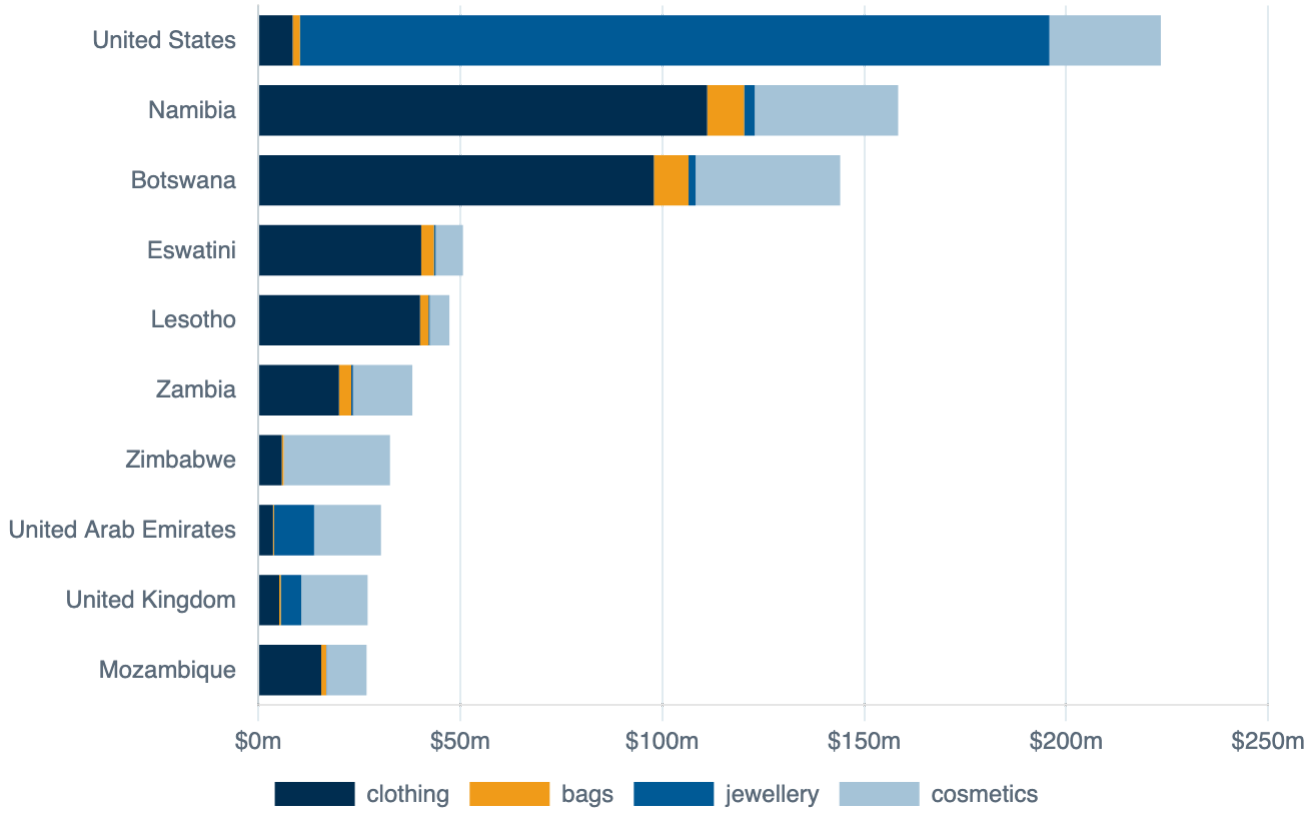
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

TFG – relevant export countries

South Africa exported **US$49.8 billion** of the goods TFG's main classes cover in the last year – clothing; footwear; headwear; headgear (class 25); jewellery; precious stones; precious metals; horological and chronometric instruments (class 14); bags; umbrellas; luggage; clothing (class 18); computer software; computers; optical; apparatus and instruments (class 9); cosmetics; essential oils; dentifrices; perfumery (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where TFG's trademarks matter most.

Where South Africa exports TFG's top goods

TFG's trademarks most often cover clothing, bags, jewellery and cosmetics. South Africa's ten largest export markets for these goods took **78%** 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 TFG'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, 5 CLASSES
1	United Kingdom	79	US$8.6 billion	+9%	National	US$1,371
2	United States of America	73	US$4.1 billion	-3%	National	US$3,425
3	European Union	73	US$3.1 billion	-1%	National	US$2,388
4	India	72	US$6.6 billion	+9%	National	US$1,295
5	Japan	68	US$3.6 billion	-2%	National	US$1,774
6	China	66	US$13.2 billion	-10%	National	US$1,224
7	Hong Kong SAR	65	US$1.6 billion	+15%	National	US$1,715
8	Singapore	60	US$565 m	+3%	National	US$2,144
9	Türkiye	60	US$66 m	+4%	National	US$1,258
10	Australia	58	US$357 m	-1%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	53	US$12 m	-16%	National	US$1,015 S&Z
2	OAPI (17 states)	52	US$19 m	-0%	National	US$1,563 S&Z
3	Malawi	47	US$17 m	+7%	ARIPO	US$450 S&Z
4	Kenya	41	US$19 m	-14%	National	US$3,095
5	Mauritius	41	US$15 m	-8%	National	US$1,154
6	Gambia	40	US$1.7 m	+19%	ARIPO	US$450 S&Z
7	Uganda	40	US$406 m	+167%	ARIPO	US$450 S&Z
8	Ethiopia	39	US$1.8 m	+2%	National	US$2,195
9	Algeria	39	–	+14%	National	US$1,445
10	Lesotho	39	US$84 m	+0%	National	US$326

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 5 classes; ARIPO costs are per country, plus US$301 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)
JET	20	US$4,060	US$4,333
AH	14	US$2,842	US$3,225
BASH	14	US$2,842	US$3,225
IMAGINE MORE	14	US$2,842	US$3,225
@HOME	13	US$2,639	US$3,041

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 TFG's five most-filed brands: word marks of **other companies** (not TFG'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 JET (classes 9, 14, 18, 25, 35; searched 2018-02-28 to 2026-11-07)

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

Similar to BASH (classes 9, 14, 18, 25, 35; searched 2023-05-31 to 2026-11-07)

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

Similar to IMAGINE MORE (classes 9, 25, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to @HOME (classes 9, 25, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DUE SOUTH (classes 9, 18, 25, 35; 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

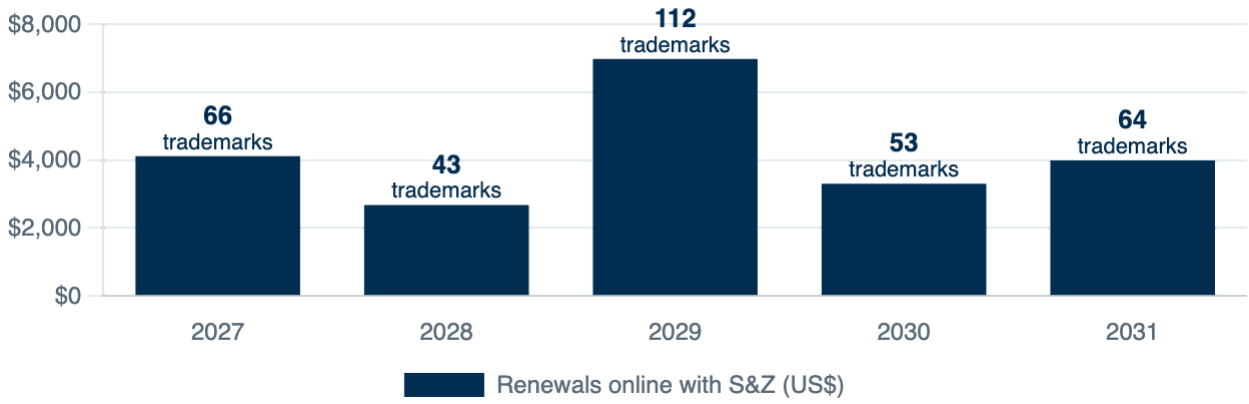
S&Z prices – South African trademarks

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$.

TFG's next five years of renewals

338 of TFG's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$21,053** over the five years.



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