Truworths – South African trademarks

Updated 8 November 2026

Truworths is a JSE-listed South African fashion retailer. Its chains include Truworths, Identity, YDE and Office London.

How Truworths 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.

#93
largest trademark owner in South Africa (of 121,626)

630
trademarks filed

11
different logos published since 2020

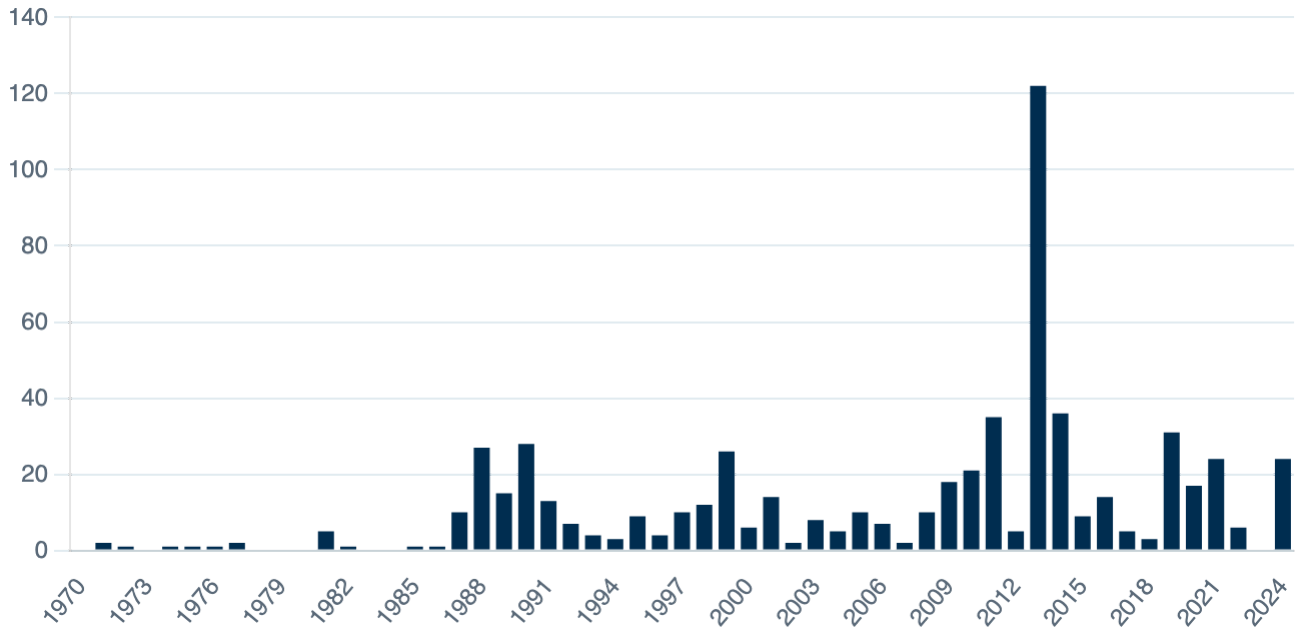
17
of 45 classes used

1934
first trademark filed

124
filed in the last 10 years

A portfolio built over time

Truworths filed its first South African trademark in 1934 and has filed 630 since; its busiest year was 2013, with 122 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

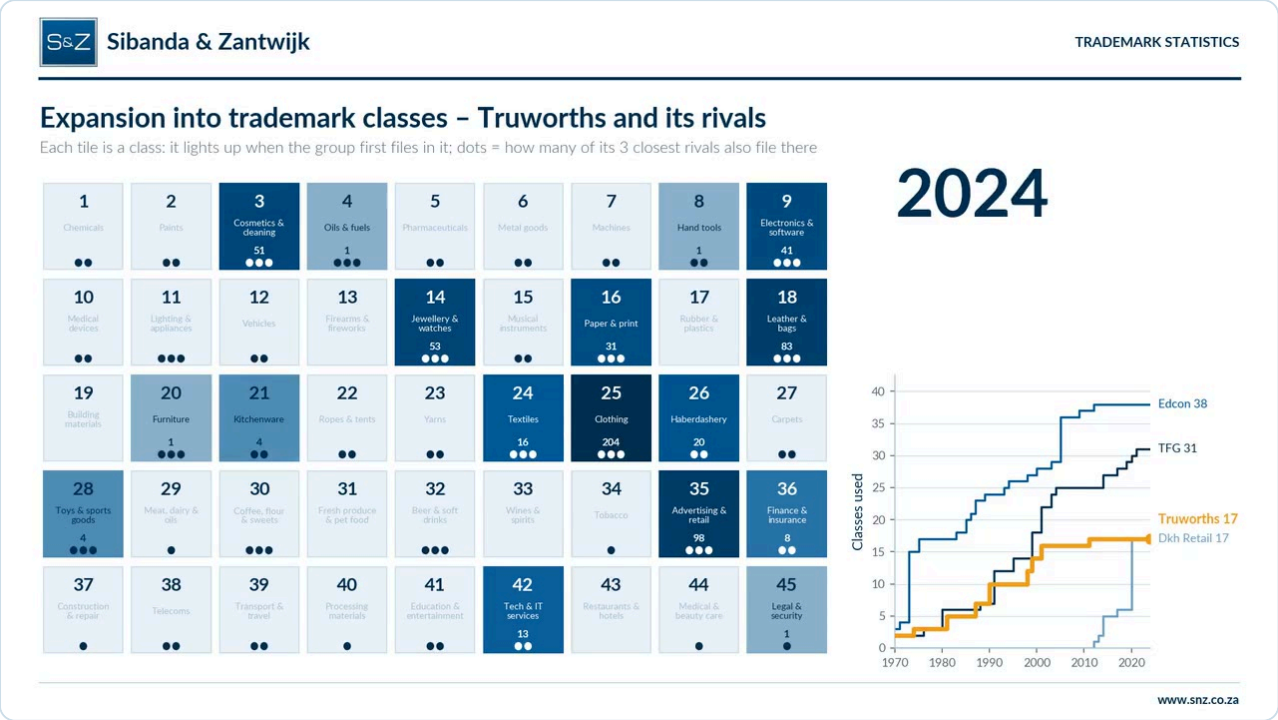
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Truworths	668	1934–2024

Where Truworths expanded its business

Trademark classes show what a business sells. Truworths' portfolio is concentrated in clothing (class 25), advertising & retail (class 35), leather & bags (class 18). Its most recent moves were into legal & security (2011), kitchenware (2001), furniture (2001).

Truworths trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/truworths-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	204	32.4%	1934
35 Advertising & retail	98	15.6%	1981
18 Leather & bags	83	13.2%	1981
14 Jewellery & watches	53	8.4%	1987
3 Cosmetics & cleaning	51	8.1%	1974
9 Electronics & software	41	6.5%	1990
16 Paper & print	31	4.9%	1990
26 Haberdashery	20	3.2%	1990

The brands Truworths protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	OBR	19	9	1988–2013
2	IDENTITY	15	8	1985–2013
3	OUTBACK RED	14	9	1988–2013
4	ID	12	6	2024–2024
5	SYNC	12	6	2021–2021
6	LTD	11	3	2009–2021
7	TRUWORTHS	10	10	1945–2001
8	NAARTJIE	10	6	2021–2021
9	GINGER MARY	9	9	2003–2013
10	Y.D.E.	9	9	2000–2013
11	FINNIGANS	9	8	1972–2013
12	ESSENCE	9	7	1975–2016
13	HEMISPHERE	9	7	1990–2013
14	EARTHCHILD	8	8	1996–2016
15	EMILY MOON	8	8	2010–2013

Logos filed most often (since 2020)



8 filings · 4 classes



7 filings · 3 classes



6 filings · 6 classes



6 filings · 6 classes



6 filings · 6 classes



5 filings · 5 classes



3 filings · 3 classes

3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes

Truworths' logos

The 11 different logos Truworths 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.



6 classes



6 classes



6 classes



5 classes



4 classes



3 classes



3 classes

3 classes



2 classes



2 classes

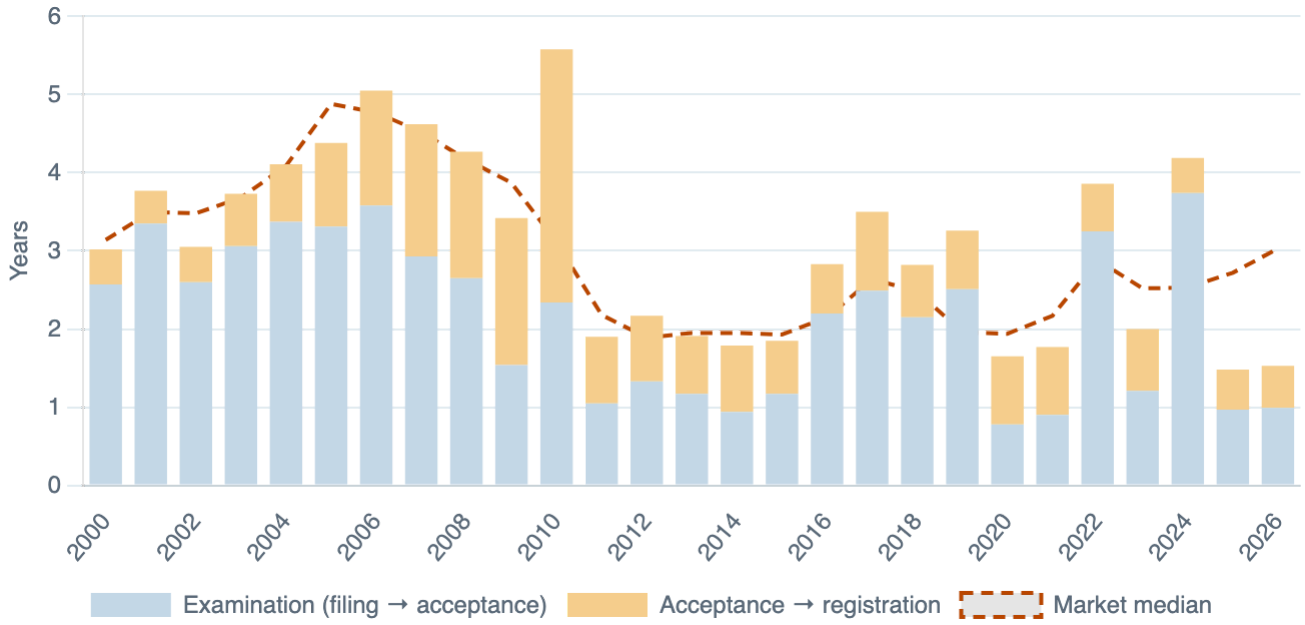


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Truworths' marks took a median of **1.9 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

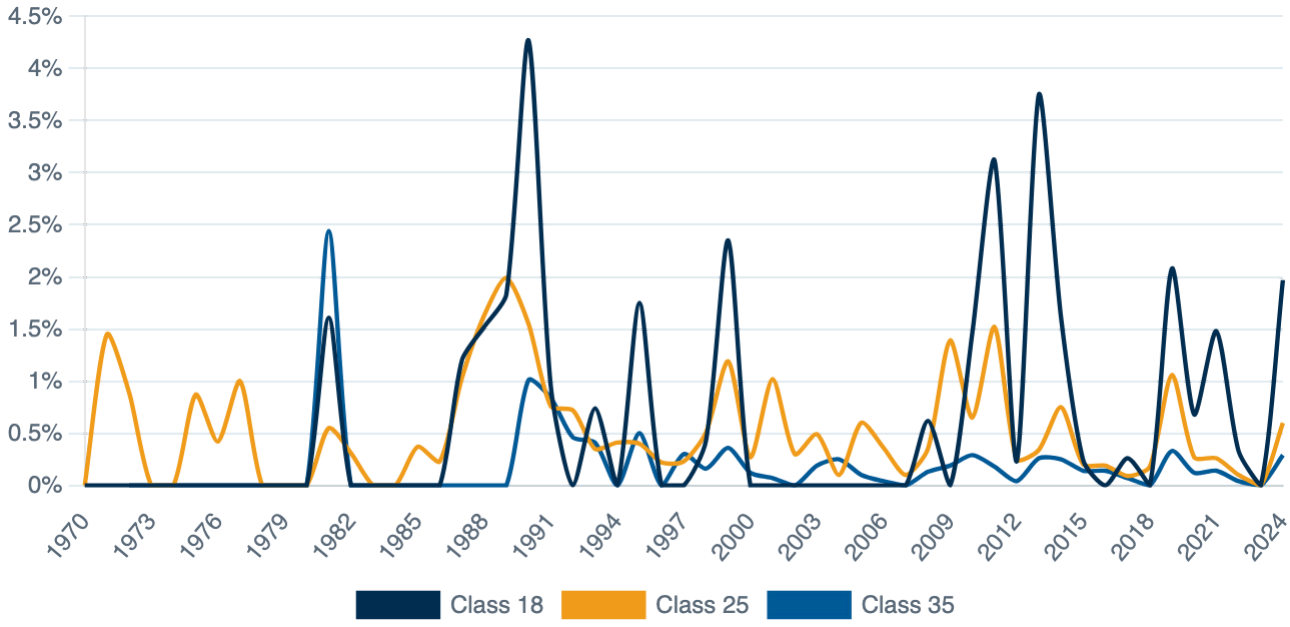


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Truworths' classes

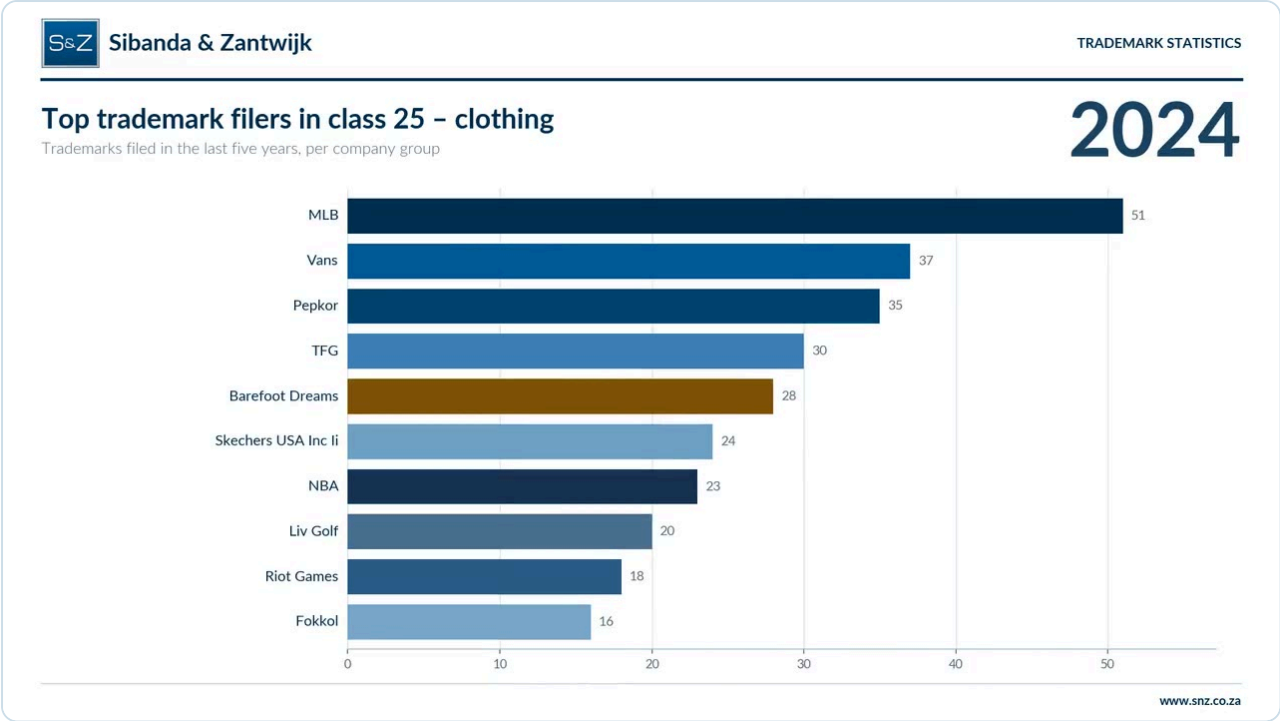
> Ranked by **number of trademarks filed in Truworths' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Truworths' market position, not who is most like it.

In the last five years, Truworths was **#28** of 2,715 filers in class 25 (clothing), with 11 of 4,647 trademarks; **#45** of 5,866 filers in class 35 (advertising & retail), with 12 of 11,124 trademarks; **#6** of 758 filers in class 18 (leather & bags), with 12 of 1,383 trademarks.



Truworths' 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: Truworths



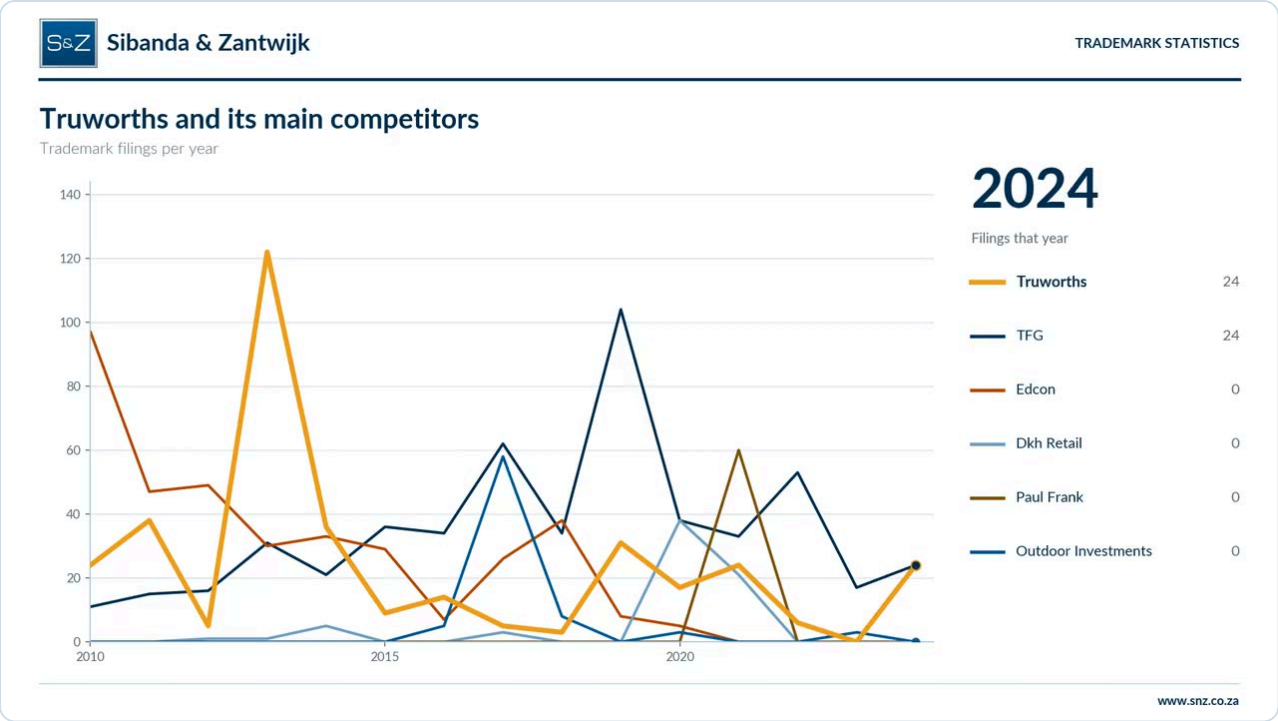
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/truworths-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Truworths

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

Truworths' closest competitors in South Africa are TFG, Edcon and Dkh Retail.

Truworths 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/truworths-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	TFG	Direct competitor	77%
2	Edcon	Direct competitor	71%
3	Dkh Retail	Direct competitor	69%
4	Paul Frank	Related field	69%
5	Outdoor Investments	Related field	68%
6	BMW	Supplier / brand owner	72%
7	Formula One Licensing	Supplier / brand owner	70%
8	Viacom International	Supplier / brand owner	69%
9	Nelson Mandela Foundation Trust	Supplier / brand owner	68%
10	European Professional Club Rugby	Supplier / brand owner	68%

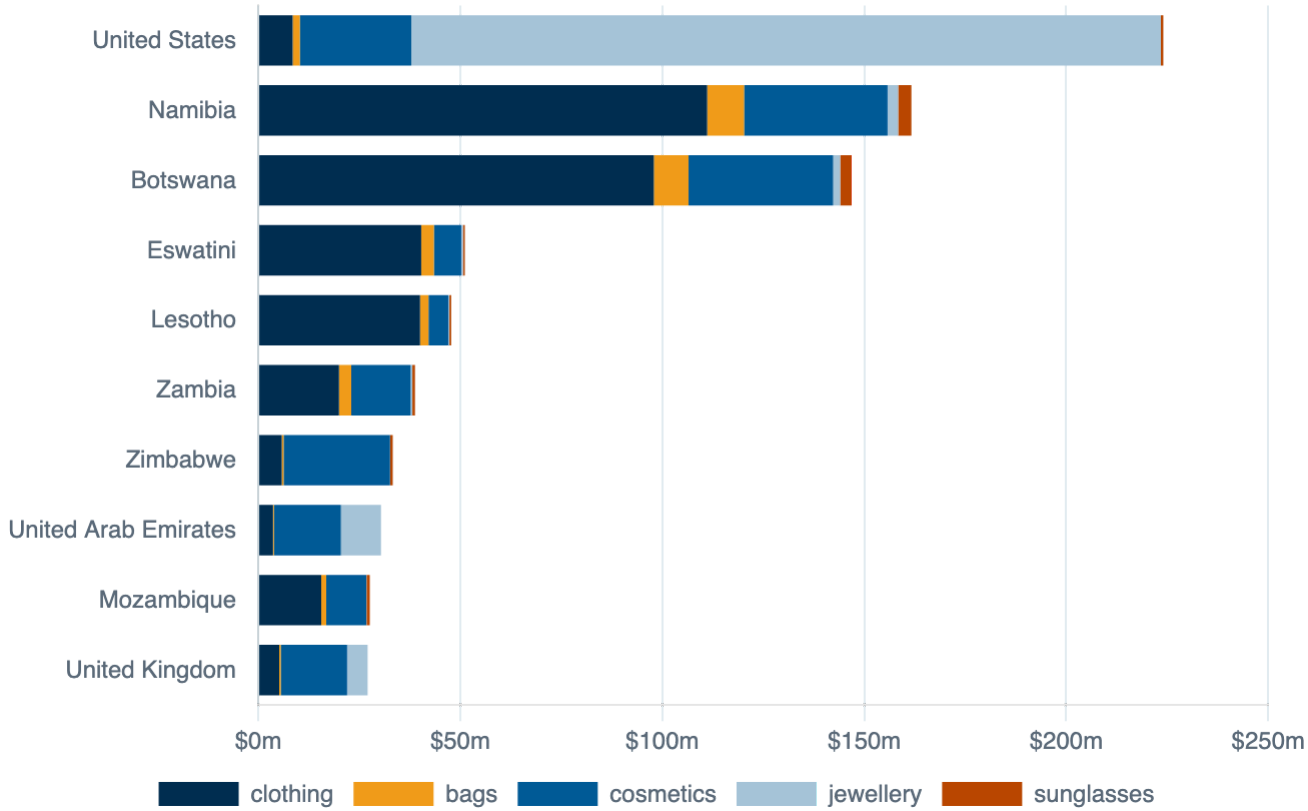
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Truworths – relevant export countries

South Africa exported **US$50.0 billion** of the goods Truworths' main classes cover in the last year – clothing; footwear; t-shirts; headgear (class 25); bags; umbrellas; leather; luggage (class 18); jewellery; precious stones; precious metals; watches (class 14); cosmetics; essential oils; soaps; perfumery (class 3); sunglasses; cases; software; computer hardware (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Truworths' trademarks matter most.

Where South Africa exports Truworths' top goods

Truworths' trademarks most often cover clothing, bags, cosmetics, jewellery and sunglasses. 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 Truworths' 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	78	US$8.6 billion	+10%	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	-11%	National	US$1,224
7	Hong Kong SAR	65	US$1.6 billion	+16%	National	US$1,715
8	Singapore	60	US$564 m	+6%	National	US$2,144
9	Australia	57	US$351 m	-1%	National	US$2,380
10	Republic of Korea	56	US$487 m	-1%	National	US$4,951

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	52	US$3.6 m	-17%	National	US$1,015 S&Z
2	OAPI (17 states)	52	US$13 m	+0%	National	US$1,563 S&Z
3	Malawi	49	US$23 m	+17%	ARIPO	US$450 S&Z
4	Mauritius	41	US$15 m	-8%	National	US$1,154
5	Kenya	41	US$16 m	-15%	National	US$3,095
6	Gambia	40	US$1.5 m	+16%	ARIPO	US$450 S&Z
7	Uganda	40	US$405 m	+173%	ARIPO	US$450 S&Z
8	Ethiopia	39	US$1.1 m	-2%	National	US$2,195
9	Lesotho	39	US$100 m	-0%	National	US$326
10	Algeria	39	–	+11%	National	US$1,445

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)
OBR	9	US$1,827	US$2,302
IDENTITY	8	US$1,624	US$2,117
OUTBACK RED	9	US$1,827	US$2,302
ID	6	US$1,218	US$1,748
SYNC	6	US$1,218	US$1,748

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 Truworths' five most-filed brands: word marks of **other companies** (not Truworths' 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 OBR (classes 3, 14, 18, 25, 35; searched 2019-07-31 to 2026-11-07)

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

Similar to IDENTITY (classes 3, 9, 14, 16, 18, 25, 26, 35; searched 2018-05-30 to 2026-11-07)

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

Similar to OUTBACK RED (classes 3, 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 SYNC (classes 3, 9, 14, 18, 25, 35; searched 2019-09-25 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
SYNC	2020-11-25	9	HOYA CORPORATION

Similar to LTD (classes 18, 25, 35; searched 2019-05-29 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

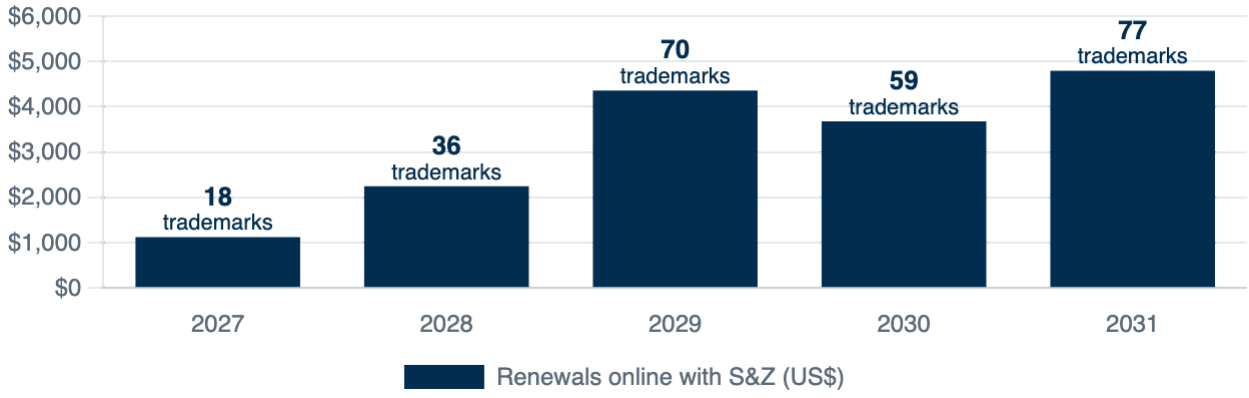
S&Z prices – South African trademarks

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$.

Truworths' next five years of renewals

260 of Truworths' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$16,194** over the five years.



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