

FrontierCo launches new retailer Destinations Outdoor and Travel

FrontierCo Group, [formerly known as New House of Busby](#), has launched a new outdoor destination retailer catering to adventure and travel-minded shoppers.



Source: Supplied

The first Destinations Outdoor and Travel store in Africa has opened at the Atterbury Value Mart in Pretoria, and an online store has been launched at www.destinationsoutdoor.co.za. A second physical store is set to open in Cape Town soon.

"The outdoors has become increasingly popular as more people discover the joys of being in the bush, the berg, the river or out on the road. Being out in the open is a great way to get away from the current stresses and pace of life and the daily grind," the retail group said in a statement.

FrontierCo holds the exclusive distribution rights to a number of international brands including Guess, Aldo, Call It Spring, Frasers, Pringle of Scotland, Delsey and Kipling.



Source: Supplied

Respected brand names

Destinations Outdoor and Travel offers a large range of equipment, accessories, clothing, footwear and luggage. Brands in stock include:

Travel brands: Delsey, Thule, Travelite, Verage, Busby, Fenn, Osprey, Kingsons, Northridge, Troop and Jansport

Outdoor clothing and footwear brands: Salomon, Cat, Merrell, Jeep, Columbia, Hi-Tec, First Ascent, Under Armour, Advance, Blink, Falke and Balega.

Outdoor equipment brands: Stanley, Leatherman, Victorinox, Honey Badger, Bushnell, Ledlenser, Nebo, Black Diamond and Hydro Flask.



Source: Supplied

"Everything has been developed and hand-picked by a team who strives to be your most reliable partner in whatever adventure you choose. This is the destination to find the perfect accessories for weekend escapes and long holidays, or items to add a sense of adventure to your daily commute," said FrontierCo Group.

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