

# Vosloorus Brand Offers Same Day Delivery of Modest Clothing

A Vosloorus clothing brand, PurelyModest, now delivers modest clothing on the same day to customers who order before 2 p.m. in parts of the area. The service is meant to make last minute outfit shopping simpler for people who need something to wear at short notice.

For customers, the main change is time saved. Instead of planning ahead or going from shop to shop, they can order online in the morning and receive the outfit in the afternoon. The brand sells clothes for women and men, as well as accessories, through its website, [purelymodest.shop](http://purelymodest.shop).

Founder Silindile Ndlovu said the idea came from how often people need an outfit quickly. “People often need an outfit today, not next week. A school event, a family gathering or a sudden change of plans does not wait,” she said. She wanted customers to be able to order in the morning and be dressed by the afternoon “without stress.”

Ndlovu said shopping has become “easier and less stressful” for customers since the service started. They no longer have to plan far ahead, she said, because they can order before 2 p.m. and have the outfit delivered the same day.

Xolani Mbele, a customer from Spruit, said the service has met a need in the community. “As the community we needed this kind of service, it has indeed come at a right time,” Mbele said.

Customers place their order on the website before the 2 p.m. cutoff and can pay contactless or with cash on delivery. The brand also offers returns and 24/7 customer support. Same day and next day delivery are available in its service areas, which start around Vosloorus, Villa Lisa, Spruitview and Spruit.

The website is organised into three collections: clothes for her, clothes for him and accessories such as shoes and bags. It describes the service as an extension of the customer’s closet.

Ndlovu said the hardest part of delivering fast is keeping quality high. “Every order has to be packed correctly and reach the customer on time,” she said, noting that many orders can come in close to the 2 p.m. cutoff. She said returns and round the clock support are there so customers feel looked after if something goes wrong.

Ntokozo Nkosi, an entrepreneur in Vosloorus, said of the brand: “Supporting a local business that not only provides great service it always know what the customers need.”

Ndlovu said she wants the service to grow beyond its current areas. Her goal is to open a boutique that supplies retail stores across South Africa, “so more families can reach PurelyModest.”

Ndlovu said the brand’s message goes beyond delivery. Modest dressing “is not about hiding. It is about choosing what you want your outfit to say,” she said. She said she wants customers, including kids and teens, to see the brand as comfortable and available when they need it.

The brand is also preparing a teen edit for ages 12 to 18. Customers can order at [purelymodest.shop](http://purelymodest.shop).

*Disclosure: The writer is the founder of PurelyModest.*