



Parliament Gift Shop

PARLIAMENT.GOV.ZA



PARLIAMENT GIFT SHOP & POP-UP SHOP CONCEPTS

FOR CPA 2026

Official Parliament Gifts, Apparel & Collectables
Concept Visualisations & Retail Experience Concepts

PREPARED FOR

Parliament of the
Republic of South Africa

PREPARED BY

Parliament
Communication Services

DATE

June 2026



01

POP-UP STORE CONCEPT

Boot design & Retail environment for CPA

02

BRANDING ELEMENTS

Packaging and shop branding creative



Parliament Polo Shirt

Official Apparel Collection

R350.00



Parliament
Gift Shop



Parliament
Gift Shop



OFFICIAL PARLIAMENT
GIFT, APPAREL &
COLLECTIBLES



PARLIAMENT
OF THE REPUBLIC OF SOUTH AFRICA

PARLIAMENT.GOV.ZA



PARLIAMENT OF THE REPUBLIC OF SOUTH AFRICA
90 PLEIN STREET, CAPE TOWN, 8001



Parliament
Gift Shop

OFFICIAL
PARLIAMENT
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03

APPAREL/CLOTHING

Parliament collection ideation

A LEGACY THAT MOVES WITH YOU.

Inspired by the Parliament emblem.
Designed to wrap around **you**.



FROM
THE BACK,
where the full
story begins...

...TO THE
FRONT,
where it
continues.



THE HERO PRINT

More than a logo. More than a pattern.

The hero print begins at the back of the garment and flows naturally toward the front, creating a visual journey inspired by Parliament's connection to the people it serves.

Rather than remaining fixed and static, the design wraps around the wearer — symbolising Parliament's legacy extending beyond its walls and into everyday life.

The result is a collection that carries Parliament's story in motion.



THE COLOUR ACCENT

A signature design language for Parliament.



The geometric colour detail is inspired by the distinctive colours found within the Parliament emblem and reflected in the Parliament Gift Shop identity.

For the first time, these colours are transformed into a recognisable design feature that can live across apparel, accessories and future collections.

Applied as a subtle accent, it creates a modern and contemporary expression of Parliament's brand while remaining rooted in its heritage.

CLOTHING



ACCESSORIES



CLOTHING



ACCESSORIES



CLOTHING



ACCESSORIES



CLOTHING – FRONT



CLOTHING – BACK PRINT



ACCESSORIES



CLOTHING – FRONT



CLOTHING – BACK PRINT



ACCESSORIES



CLOTHING - FRONT



CLOTHING - BACK PRINT



ACCESSORIES



CLOTHING – FRONT



CLOTHING – BACK



ACCESSORIES



CLOTHING – FRONT



CLOTHING – BACK



ACCESSORIES





04

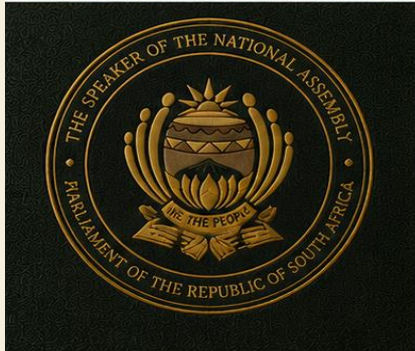
SENTIMENTAL GIFTING

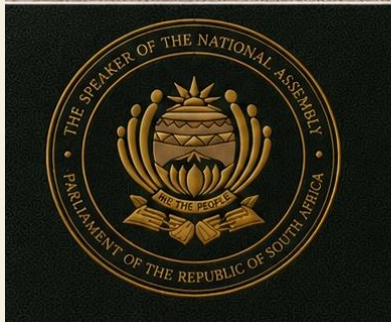
Cushion collection

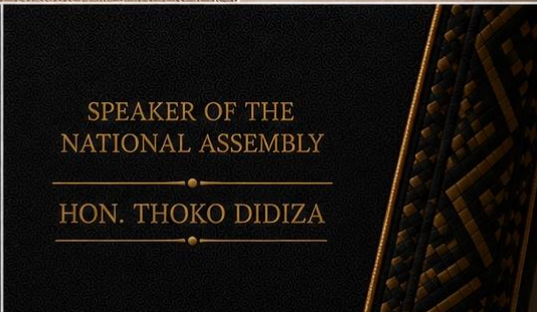
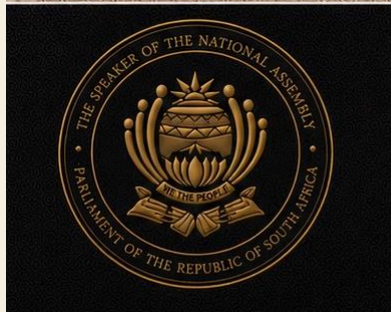




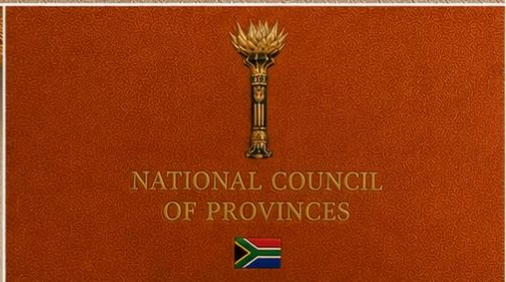


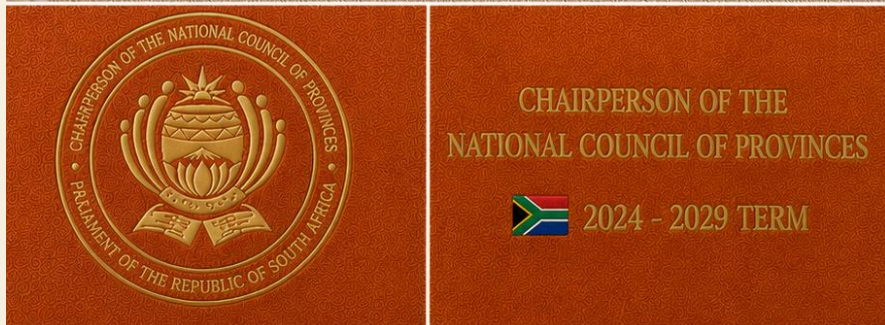














05

ACCESSORIES

Pins, scarves & ties



FRONT



BACK



DETAILS



PREMIUM ENAMEL
FINISH



GOLD PLATED
METAL



RAISED 3D
DESIGN



SECURE BUTTERFLY
CLUTCH

PRESENTATION BOX (OPTIONAL)







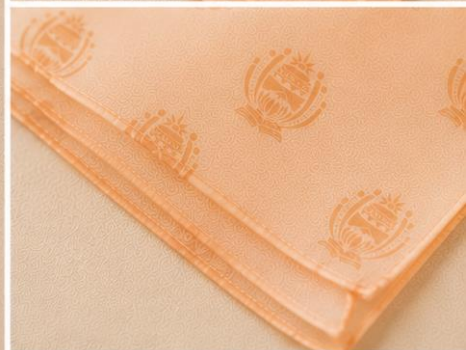












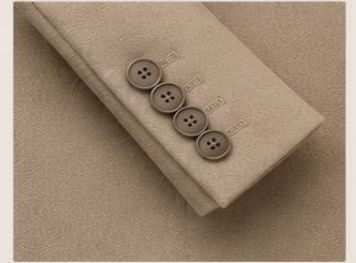


06

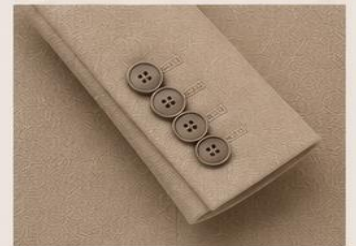
FORMAL WEAR

Blazers

MENS BLAZER



LADIES BLAZER



MENS BLAZER



LADIES BLAZER



MENS BLAZER



LADIES BLAZER



MENS BLAZER



LADIES BLAZER



MENS BLAZER



LADIES BLAZER



07

STATIONERY

Folders, Journals, Pens & Laptop sleeves



FRONT



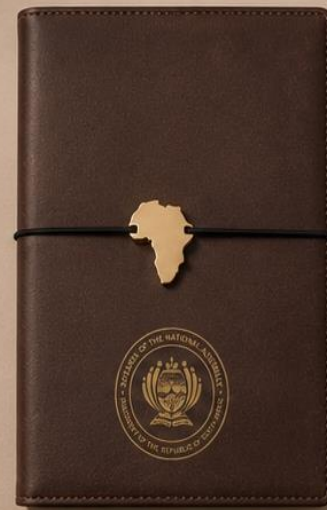
BACK



INSIDE



DETAIL



FRONT



BACK



INSIDE









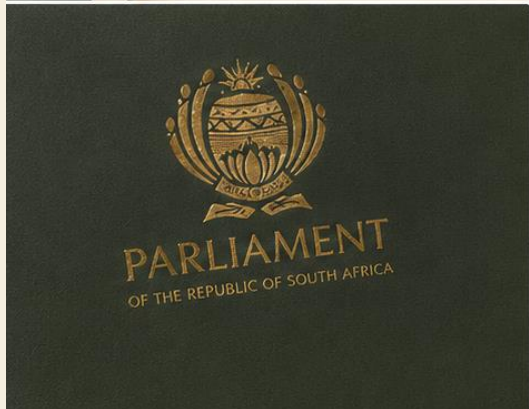














09

GIFTING & HOSPITALITY



FRONT

A: ENG3 - 120mm(w) x 80mm(h)



BACK

B: PLAQUE - 70mm(w) x 40mm(h)









10

TRAVEL





FRONT VIEW



SIDE VIEW



OPEN VIEW



BASE VIEW



BACK VIEW



FRONT VIEW



SIDE VIEW



OPEN VIEW



BASE VIEW



BACK VIEW

NEXT STEPS

1. Concept Sign-off & RFQ

Approval of pop-up shop direction, merchandise mix and Parliament Gift Shop branding.

2. Authentic Design Pack

Commission Parliament brand-authentic artwork to replace AI-generated visuals.

3. Supplier Sourcing

Quote and confirm suppliers for apparel, accessories, stationery and gifting categories.

4. Production & QA

Sample approvals, branded production runs, packaging and quality check ahead of CTICC.

5. Pop-Up Build & Launch

On-site build of the Parliament Gift Shop pop-up at CTICC, staff briefing and opening.