

Is gracethebrand.co.za legit? TrustSniffer's high-trust assessment: 98/100

gracethebrand.co.za

Verdict

98

OUT OF 100

HIGH TRUST

gracethebrand.co.za appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 45%.

What this site appears to be

South African direct-to-consumer jewellery storefront for Grace The Brand, featuring personalized and water- and tarnish-resistant products, transparent ZAR pricing, product categories, warranty and shipping information, customer support, account access, and promotional email signups.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	5.5 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

The website is an established South African direct-to-consumer jewellery storefront offering waterproof, tarnish-resistant, hypoallergenic, and personalised products with prices in South African rand, supported by gift cards, promotional discounts, free-shipping thresholds, a lifetime product guarantee, and a third-party buy-now-pay-later option.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing indicators, or malicious reputation findings were observed. The domain has been registered for several years, while the functioning ecommerce content, consistent branding, stable browser behaviour, and ordinary Shopify account and marketing features collectively support the conclusion that this is a legitimate retail operation rather than a deceptive storefront.

- Domain-registration records show that the domain was registered in 2021 and is approximately 5.48 years old, with EPAG Domainservices as registrar and expiration scheduled for 7 February 2027.
- The homepage presents a coherent Grace The Brand catalogue, customer account access, shopping cart, jewellery quiz, and clearly organised product collections without detected brand impersonation.
- Reputation checks recorded 0 malicious and 0 suspicious classifications, no threat-list finding, no reported abuse, and placement within the top one million globally ranked domains.
- Interactive testing of the homepage found no cloaking, hidden forms, external password submission, wallet-draining behaviour, clipboard hijacking, or suspicious inline scripts.

Regulatory Verification Notes

The site operates as a conventional jewellery retailer rather than presenting itself as a licensed financial or investment service, so the absence of a financial-services licence is not adverse. The homepage provides support, exchange and return, guarantee, shipping, and order-tracking pathways, although the supplied page evidence does not establish whether a full legal-entity name or corporate registration details appear within dedicated legal pages. This is a minor commercial-disclosure consideration, not evidence of misconduct. No corresponding broker profile was identified in the supplied third-party context, which has no material bearing on this retail business.

- The homepage identifies the business as Grace The Brand and provides dedicated Contact Us, Exchange/Return, and PermaGlow Promise support paths.
- The homepage advertises the PermaGlow® Promise as a lifetime guarantee and displays a free-shipping threshold of R750.

- The site's transport encryption uses a valid domain-validated certificate issued by YE1, valid until 31 August 2026.
- The supplied page content contains no claim of financial regulation, investment activity, brokerage services, or cryptocurrency operations.

What to Verify Next

For material purchases, the applicable returns conditions, guarantee exclusions, delivery arrangements, and buy-now-pay-later terms should be reviewed at checkout. Where procurement or vendor-onboarding standards require formal counterparty identification, the contracting entity and corporate registration details should be confirmed from the order documentation or directly through the published customer-service channel.

- The homepage directs purchasers to dedicated exchange, return, warranty, shipping, and order-tracking information that can be reviewed before purchase.
- The checkout proposition includes a third-party deferred-payment option, making its provider-specific repayment and dispute terms relevant to the selected payment method.
- Product claims include water resistance, tarnish resistance, hypoallergenic characteristics, and a lifetime guarantee, making the written scope and exclusions of those commitments material to a purchasing decision.

Summary Verdict

The website presents as a legitimate, established, and trustworthy ecommerce operation. Its coherent commercial identity, mature storefront, clean external reputation, stable behaviour, and absence of contradictory fraud signals support normal customer engagement with high confidence.

Infrastructure Integrity

The storefront is delivered through Cloudflare's CDN/WAF environment, with the observed address belonging to an edge server rather than the underlying origin. This reduces direct origin exposure and provides a conventional protective layer, although infrastructure protection is a mitigating security control rather than independent proof of business legitimacy.

- The site is served from AS13335 (Cloudflare, Inc.); the observed edge address was 23.227.38.73.
- The detected commerce platform is Shopify, and the observed network address is associated with content-delivery infrastructure used for the storefront.

Closing Assessment

Normal browsing, account login, standard checkout, and routine transactions are appropriate, subject to ordinary ecommerce review of purchase and payment terms.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100

Identity verification confidence	50%
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- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of gracethebrand.co.za.

- The request stayed on gracethebrand.co.za. It was not redirected to another domain. CLEAR
- Registration is published under EPAG Domainservices. CLEAR
- DNS for this domain is served by googledomains.com, across 4 name servers. NOTED
- The registration is paid up to 2027-02-07. NOTED
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	EPAG Domainservices
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	2620:127:f00f:d::
Name servers	ns-cloud-c1.googledomains.com, ns-cloud-c2.googledomains.com, ns-cloud-c4.googledomains.com, ns-cloud-c3.googledomains.com
SSL issuer	YE1
SSL expiry	2026-08-31
Domain age	5.5 years
Domain expiry	2027-02-07
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about gracethebrand.co.za at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

