

PLAYBOY South Africa Trade Launch

PLAYBOY magazine this week announced its re-entry into South Africa after a 14 year absence with a glamorous black and white themed cocktail party at the Pepper Club Hotel in Cape Town on Tuesday, November 30.





Gorgeous hostesses, clad in Kobus Dippenaar designer gowns, sipped sparkling wine while chatting to guests. Editor Peter Piegler told the guests that Playmates would be drawn both from South Africa and the international arena. Comedian Mark Palmer entertained the crowd, which included model Tracy McGregor, e.tv weatherman Derek van Dam and actress Lee-Anne Summers. The first issue of the magazine is April 2011 and will have a print run of 100 000.

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