

Clothing label, advertising device has free launch in Johannesburg

On 2 April 2016, at Q.ba Cocktail Lounge at Stoneridge Centre in the east of Johannesburg, Bonele Lusithi will launch a brand extension to his house record label, Addicted Souls Music, with a clothing line. Model and entrepreneur Samuel Gumbie will host the event.

The highlight of the night is an advertising device, Jabu, created by Lusithi. This device promises to change the way service providers can reach potential customers. The device plays advertising videos in a loop and transmits the audio on the videos via FM, allowing anyone nearby with an FM radio on their device to tune in and listen. A prototype of the device can be seen on display at J's Barber Shop and Men's Clothing Shop in Melrose and will be on display on the launch night for attendees to view and listen.

For more information, go to www.addictedsoulsmusic.com.

For more, visit: <https://www.bizcommunity.com>