

# Fashion Channel moves beyond FMCG

Fashion Channel, leading the way in Haute Corporate has styled most of Unilever's Home and Personal Care brand ambassadors from Axe, Lux and Shield to Skip and Omo.

Moving beyond FMCG to the cellular industry, Fashion Channel created the Samsung Weekend Warriors and Vodacom Blitz teams looks which allowed couturier, Tasneem Pather, to use her skills in a whole new way.

Promoters in last year's baggy t-shirt with a logo across the chest is just not turning

A new era of branding dawns and Fashion Channel is taking brands to a yet untapped waters.

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