

A decade of decadence for FHM

 By [Ilva Pieterse](#)

11 Nov 2009

Dazzling lights, striking models, mouth-watering platters and magnificent music all made up FHM's epic 10th birthday celebration this year at Urban Tree in Sandton on 6 November.

FHM's decision to publish its 10th anniversary magazine in 3D this month has been well-received and commended for its originality both in the press and by fans. Following this creative edition, expectations were high set for what promised to be a “monstrous celebration” - and FHM did not fail to impress.

The night started off pretty relaxed - Jameson dished out the hard stuff, and for the non-whiskey drinkers there was beer and wine available. Stylish couches, mirrored tables and fancy chairs were scattered around the venue while three female DJs rocked the room. Behind them, photo shoots of models in bikinis were projected, larger than life.

Platters of sushi, fried haloumi cheese, lentil curry and other delicious munchies quickly circulated (and disappeared) through the crowd.







Aside from three beautiful DJs, entertainment for the evening included two different groups of professional dancers - including a group of breakdancers wearing yellow suits branded by Samsung, one of the sponsors of the evening. An Xbox corner delighted gamers and the red and blue lights gave the entire venue a pink glow.

Once the party had picked up, both in number and in vibe, a huge styrofoam cake was wheeled to the centre of the dancefloor. Lee-ann Liebenberg popped out of it in a lovely sequinned dress while FHM 's editor, Hagen Engler, popped a bottle of sparkling wine to spray over the gathered guests. The festivities had begun!

Many party-goers started boogying and moving their bodies to the beat. Other guests spilled out onto the astro-turfed roof to enjoy the fresh evening air and the great view of Sandton's cityscape.

The dress code of the evening was "the best of the decade" and many visitors complied by wearing interesting and

nostalgic ensembles.

Vistors left with goody bags that included the much-talked-about 3D edition of FHM - and I finally got to see what all the fuss was about.

Happy birthday, FHM!

ABOUT ILVA PIETERSE

Ilva Pieterse has been involved in the media industry for over 13 years. During this time, she has written for and been involved in many online and print publications across a wide variety of industries, but mainly focusing on the IT sector. Examples of her creative work can be found at www.consciencefiction.com
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