

International hair fashion mag to launch in SA

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Estetica Publishing (Pty) Ltd., part of the Topco Media & Events group, is proud to announce the launch of the South African edition of Estetica magazine, due to hit streets on 25 January 2008.

The world's leading hair fashion magazine, with its Head Office in Turino, Italy, was established 60 years ago, and is currently published in 22 countries around the world.

Says Roberto Pissimiglia, Estetica Worldwide Publisher and Director, "The World is not enough! After many years of serving the African continent through the edition Estetica World, we realised that the enormous potential of the South African coiffure sector needed an edition all its own. For this reason, we are proud of the birth of Estetica South Africa, the 22nd edition of our international network, created in collaboration with a prestigious South African publishing house. A new partnership that confirms and strengthens Estetica's position as a world leader in the market. A new voice - ever more international - for both well-established and up-and-coming hairdressers who want to keep a finger on the pulse of global fashion. Another goal achieved: for Estetica and coiffure. Welcome!"

Aimed primarily at hairdressers, salon and beauty spa owners and operators, Estetica South Africa has broadened its focus to deliver editorial that is equally attractive to both professional and consumer-based readers.

Estetica South Africa's editor, Vivian Dart (formerly editor of Top Billing magazine), has been charged with the task of putting together a uniquely South African product, while at the same time drawing upon the wealth of inspiration provided by Estetica Worldwide. "The long and successful relationships that exist between Italy and its 21 other worldwide editions of Estetica was a major bonus for us in acquiring the license to publish Estetica here. We are blessed to have the warm, positive and highly knowledgeable Italian publishing team behind us all the way. Estetica is the globally recognised media leader in the field of hair fashion, and judging by the state of our own hair fashion industry, the South African edition will be world-class. We're definitely coming in with a bang, and can never forget that Estetica South Africa exists primarily due to the overwhelming demand for it by our local industry. Since we announced the launch of Estetica South Africa, we have been inundated with positive feedback and anticipation by subscribers, advertisers and hairdressers alike. We are putting together a beautiful and exciting launch issue, and we can't wait to see it in print."

With an editorial mix that includes Catwalks, Trends, Techniques, International Hair Fashion, Ethnic Hair Trends and Products, Fashion, Beauty and Professional and Consumer Hair Products, Estetica promises to please both the industry and consumer hair-enthusiast equally. With a launch circulation of 15 000 (comprised of both subscriptions and retail copies), Estetica will be available from 25 January 2008 in hair and beauty salons and selected retailers around the country.

For advertising opportunities, contact +27 21 441-2500

For editorial submissions, email the editor at

For subscriptions, please visit www.estetica.co.za

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