

Matheba lands Revlon honour

Top Billing presenter Bonang Matheba has been announced as the first ever ambassador for Revlon in South Africa.



She joins the league of Hollywood stars Halle Berry, Olivia Wilde and Emma Stone.

This makes her the first representative of the cosmetics brand outside of the United States.

"I haven't absorbed it," she said ahead of a launch event held at The Turbine Hall in Newtown, Johannesburg last night.

"I feel blessed to have been chosen over many other women across the world.

"Honoured is not even big enough a word to describe how I feel."

Yesterday afternoon a giant billboard featuring the 25-year-old Matheba was unveiled by Revlon in Braamfontein, Johannesburg, to mark the launch of a campaign that spans mediums including radio, television, print and billboards.

Make-up artist Vuyo Varoyi was appointed alongside Matheba as the official make-up artist.

Glamorous, and bold as well

In a statement, the cosmetics giant said Matheba is an embodiment of "bold glamour".

"We searched tirelessly for a local beauty celebrity that would inspire our beautiful young South African women to own every moment by simply looking their best," Pumza Payi, Revlon's director for marketing in South Africa, said.

"Bonang was the perfect choice and is quintessentially Revlon on all levels."

While the move is a first for Revlon, several other local celebrities have fronted campaigns for major cosmetics brands in the past.

These include actress Connie Ferguson, who was an ambassador for Garnier, and Terry Pheto who was appointed spokesperson for L'Oreal cosmetics in 2008.

Matheba's appointment by Revlon comes several months after the former Live presenter switched roles to join the long-running magazine show Top Billing after hosting the SABC 1 music show since 2007.

Source: Sowetan, via I-Net Bridge

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