

Sweetening fashion at J&B Met

Canderel will be sponsoring the J&B Met fashion segment this year, the low-calorie sweetener announced yesterday, Monday, 15 January 2007. "Following Canderel's successful partnership with the Vodacom Durban July Fashion Experience, sponsorship of the J&B Met Fashion elements is a natural progression for the brand," explains brand manager Deshendri Reddy.

Apart from its close involvement with South Africa's two premium thoroughbred racing events, Canderel last year also sponsored *Elle's* New Talent segment of South African fashion week and partnered with *Elle* magazine at both the Durban and Cape Town Fashion Weeks.

The low-calorie sweetener will also release its 2007 Designer Collection Pocket Pack range early this year, for the first time featuring top South African designers.

The J&B Met takes place on Saturday, 27 January 2007, at Kenilworth Race Course, Cape Town. Canderel will host two low-calorie cocktail lounges and feature designers Malcolm Kluk, Tony Mestre and Collette Paline, as well as engage in several promotional activities throughout the day.

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