

## Zando launches quarterly magazine

South African online retail company, Zando.co.za, recently launched its quarterly printed magazine.



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The summer 2012 issue features over 70 high-gloss pages of retail therapy. There are a few good reads in this edition including a short piece about local fashion designers, the Holmes Brothers, a one-on-one interview with the cover girl and her sister, and a detailed look at what's happening in contemporary fashion by guest writer Robynne Kahn (afashionfriend).

*Sports Illustrated* model Roxane van Rooyen, twin sister of Simone van Rooyen, featured as the first issue's cover star. The magazine was photographed on location in Cape Town, at two venues that encapsulate summer, the 15 on Orange Hotel and the 2Views house in Camps Bay.

### Convenience to the next level

"Our debut twin issue is much like online shopping. A twin experience begins with an initial thrill of finding that perfect product and the second rush of adrenaline when it arrives at your door," said Gennaro Pisapia, the magazine's editor.

"It's time to take convenience to the next level. Customers can shop for this season's latest looks and products in their own time," said Peter Allerstorfer MD and cofounder of the company. The magazine has a print run of 30,000 copies, which will be distributed throughout South Africa and are [available online for download](#).

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