

The Empty Shop launch

McCann Johannesburg together with Sandton City recently launched The Empty Shop Campaign, The Empty Shop has created a unique way of donating. The concept is very simple: donate, style and empty. From the general public to fashion bloggers, stylists and celebrities, everyone is invited to contribute pre-loved clothing, which is then transformed daily on mannequins with show-stopping looks.







































The campaign is from 29 October 2014 to 16 November 2014 at Sandton City, Checkers court.

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