

Celeb Styles launches as online magazine

On 14 May 2014, APC Publishers launched the online magazine Celeb Styles in South Africa.

It promises to reveal the intimate hair and beauty secrets of modern women's favourite local and international celebrities and provide all the tricks of the trade one needs to look (and feel) like a Hollywood starlet.



Getting salons involved

The 68-page publication offers a combination of hair experts and stylists, writers and an editor who has more than 25 years of experience working in the celebrity industry. Acting editor Andy says the idea to launch the magazine was sparked while listening to women discussing one of the most popular topics - hair.

"I was sitting around a table listening to women talking about their hair, how they spend hundreds of Rands on their hair and how they always look through gossip magazines to see what styles the stars have. That is when I thought, 'we don't have a magazine in South Africa focusing on celebs and new hairstyles, products, salons, trends and so on'. Our niche is hair, but it is senseless having beautiful locks if the rest of you is not looking polished too, so we are also focussing on beauty.

"My plan is to get salons involved to share their experiences with us, so we can share it though the magazine. We have a pool of extremely talented hairdressers in South Africa and this is the perfect avenue for these top stylists and colourists to display what they can do, while sharing some of their hair care tips and trend ideas with readers. We also feature local celebrities in every issue."

Launching online

The first issue features interviews with local celebrities Lerato Kganyago, DJ Fix, Roxy Burger and DJ Catherine, as well as international celebs like Kim Kardashian, Lady Gaga, Riri and Victoria Beckham.

"We're ushering in a new era of technical advancements so first launching online makes sense. We will be doing five issues this year and, if all goes well, will go monthly and to print in 2015," she concludes.

For more information, go to www.celebstylesmag.co.za.