

Makeovers for *YOU*

The latest brand extension from the Media24 family magazines stable is *YOU Makeovers*, born from *YOU*'s continuing success with makeovers. The glossy publication will initially be published twice a year.



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"Makeover sessions are a sign of the times, but in *YOU Makeovers* we want to give readers more than just a string of before-and-after photographs," says Izelle Venter, editor of *YOU Makeovers* and recently appointed editor of *YOU* and *Huisgenoot*'s brand extensions.

"We hope to equip women across South Africa with practical advice and heaps of inspiration and to encourage them to think about their appearance in a new way."

Fill the gap

Due to the absence of a makeover magazine on the market, Esmaré Weideman, editor-in-chief of *You*, *Huisgenoot* and *Drum* and their brand extensions, along with *YOU* publisher Willem Breytenbach, decided to fill the gap.

The magazine focuses on ordinary South African women who want to look and feel their best, featuring more than 60 successful makeover sessions. About 80% of the people who had these done were *YOU* and *Huisgenoot* readers who had responded to a Facebook invitation and a team of local stylists and journalists then worked their magic.

The magazine is filled with advice that will make it easy for readers of all ages and sizes to refresh their own images, including how to update a look in 10 minutes, simple information on plastic surgery and a comprehensive make-up and fashion guide. Using their favourite celebrities as inspiration, readers are transformed and turned into younger versions of themselves. There are also plenty of tricks for looking slimmer.

Cherry on top

The cherry on the top is the makeover of one of South Africa's favourite soapie characters, Yvette Stuurman of M-Net's Binneland Sub Judice. Cover girl Michelle Pienaar's stunning transformation is featured simultaneously in *YOU Makeovers* and on the TV show.

YOU Makeovers is available in leading stores countrywide from 4 October 2010 at R34.95.

For more, visit: <https://www.bizcommunity.com>