

Wetpaint stages Rebecca Summer Collection 2013

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Wetpaint Advertising staged a lavish fashion show-themed event, as the *pièce de résistance* to the culmination of an integrated brand awareness campaign, marking the launch of Rebecca Fashion International hairpiece products onto the South African market.

Rebecca Fashion International represents two major hairpiece product ranges in South Africa: Joedir, a premium 100% human hair range, geared towards the higher LSM market, and its equally premium-quality, yet affordable, synthetic counterpart, Magic. A global powerhouse with a firmly established brand presence in seven other African countries, as well as across the globe, Rebecca approached Wetpaint Advertising for a brand launch and awareness campaign that would make a big splash in South African waters.

Wetpaint delivered just that, with a month-long online and social media campaign, which lead up to a star-studded fashion show at Monte Casino's prestigious La Toscana events venue in Johannesburg, on 5 December 2012. The digital aspect of the campaign fulfilled two key roles: promoting the Joedir and Magic ranges themselves, as well as building excitement, momentum and buzz around the event.



This was achieved by running a dedicated Facebook fan page on which was run a competition that gave fans the opportunity to win VIP tickets to the otherwise exclusive, "by invitation only" soiree. Furthermore, Facebook Marketplace Ads and targeted online banner ads were employed to promote the competition, drive fan enlistment to the Facebook page, and garner awareness for the promoted ranges. The event itself was conceived as the most powerful method of generating brand awareness in an authoritative way, by communicating the ranges' unique selling points - not directly to the consumers - but, rather, to the media and suppliers: thought leaders and trend-shapers, who are the first word in fashion, beauty and style.

With this in mind, Wetpaint Advertising staged a fashion show event that would showcase the fashionable versatility of the hairpieces, as well as Rebecca's high-fashion clout. The pieces were styled into haute-couture, avant-garde creations, and emphasized by equally dramatic designer garments.

The show was a smashing success: hosted by the enchanting Elana Afrika, Rebecca Summer Collection 2013 was attended by notable celebrities such as Letshego Rankin, Moira Mosimane and Lorna Potgieter-Rossetti, as well as representatives from a number of influential fashion and beauty magazines in South Africa, including Estetica, 17 Magazine, Destiny, Shimmer and Move.

Guests were awed and entertained by over 30 gorgeous models, sporting twice as many different show-stopping hairpiece looks. Electrifying music, laser shows and elementally-inspired themes further added to the theatrical atmosphere.

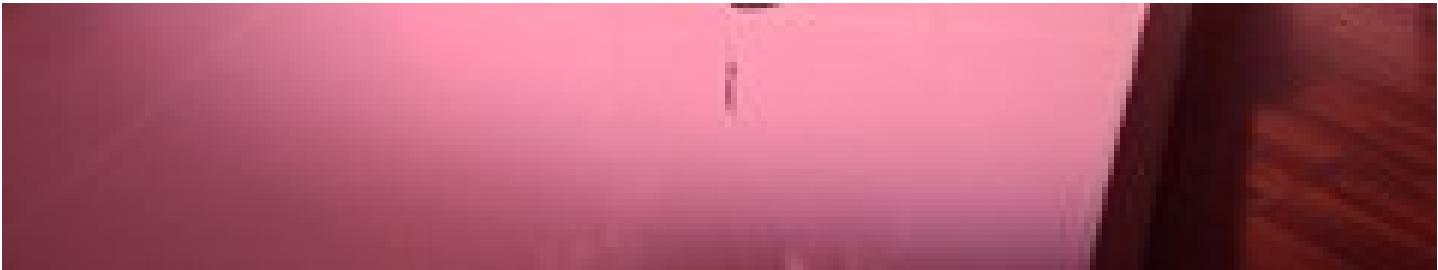
Guests were greeted with Tequila Sunrise cocktails on arrival, and were treated to an assortment of finger foods and Asian-inspired canapés after the show. Interviews with videographers were interspersed amongst celebrity mingling, and each guest got a moment in the spot light with the flash of a camera in front of the media wall.

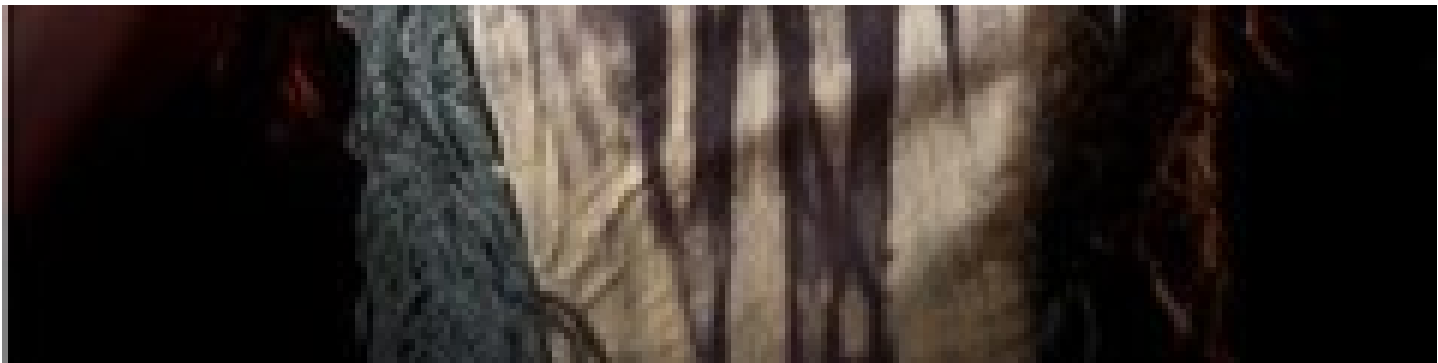


A truly glamorous evening was had by all, cementing the Rebecca Fashion International brand as a high-end, trend-setting hairpiece product, perfect for the stylish South African woman.











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