

ELLE magazine appoints new fashion director

Johannesburg - Fashion specialist and multiple award-winner Chris Viljoen has stepped onboard as *ELLE* magazine's new fashion director. Chris takes over from Jackie Burger who was recently appointed editor.

Already an active member of the *ELLE* editorial team, Chris' signature will be evident from the April 2007 issue.

Chris has earned a significant place in the South African fashion industry over the past twelve years for the quality, style and innovation of his work as stylist, fashion director and concept consultant.

Between 1994 and 1998 he influenced the style of South Africa's top magazine titles including *ELLE*, *Style*, *Marie Claire*, *Sarie*, *Femina* and *Rooi Rose*. He styled for several South African retailers including Edgars, Jet and Miladys and major advertising agencies including TBWA Hunt Lascaris, BBD, FCB, Network, Leo Burnett and Saatchi and Saatchi.

Chris won his first Mondi Award in the fashion category whilst serving as fashion editor for *De Kat* and *Tribute* in 1998.

Under his watch during 2000 *FHM*'s fashion pages got tremendous recognition. He received 2 Mondi Awards in the fashion category and 4 Mondi Award nominations in the same category.

He applied his talent in exciting new ways during 2000 to 2005, conceptualising and styling runway collections for SA Fashion Week and print advertising campaigns for Marion&Lindie and Icuba. During this time Chris also did window display consulting for Woolworths and developed print advertising campaigns for big banking brands ABSA Bank and Nedbank. He kept close ties with the publishing industry and worked as fashion director for New Media's *Pezula Magazine*, *Dunhill* and *V&A Waterfront's shopping magazine*.

In 2005, Chris expanded into forecasting for fashion and retail and took up a position as senior fashion consultant for Truworths.

His prolific career culminated into his appointment as *ELLE* magazine fashion director in 2006.