

Bullets4Peace, marcusbrewster partner to raise awareness

marcusbrewster will be working with designer fashion jewellery line, Bullets4Peace, to launch its range in South Africa as well as raise social consciousness about violence and the effects of guns and bullets in the country.



Handmade from recycled bullet casings, Bullets4Peace pendants are associated and supported globally by a number of international celebrities in a bid to create awareness in support of a campaign against gun violence and spread a message of peace.

The account will be handled by Monica Braganca, account director, Johannesburg office who will lead the team working with Marisa Casati, head for Bullets4peace in SA.

"Bullets have long been used as means of destruction, but after partnering with Bullets4Peace, we will be using bullets to spread a message of peace. We hope to work with local celebrities who, like Bruno Marrs, Jamie Foxx and Eva Longoria, want to align themselves with a positive social message in order to create awareness and reduce the reusing of bullet casings for acts of violence," says Braganca.

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