

## Launch of brand new Film Production Company

Not a quiet start for brand-new commercials production company Film Fetish. Since opening its doors in mid January the exciting new partnership of well-respected Industry heavyweights Fior MacPherson, John Vrey, and new Director Nick Walsh has completed no less than nineteen commercials.

Issued by [Film Fetish](#) 25 Jun 2003

Fiona has completed two series of light-hearted commercials for Jet stores, followed up with two exquisitely filmed glamour boards for Veet hair remover, showcasing the enviable appendages of Miss Veet Legs and Miss South Africa, Cindy Nell. A riveting board for the Gay and Lesbian Equity Project required a camera to drop off a roof in Braamfontein, requiring a degree of technical skill and wishful thinking.



Royal Baking Powder broke with tradition and commissioned Fiona to produce a new commercial locally as opposed to running international material. Fiona's immense technical ability was put to the test with some tricky shots of cakes rising in an open oven. The finished result is a balance of beautiful performance and sensational food photography.

Nick Walsh has got off to a flying start, successfully completing the launch of Fior's Roses Ice Tea with an unexpected treatment, fresh looking with slick performance direction. Nick's years as an award-winning art director added a touch of magic to the look of the film. Followed smartly by a shoot commissioned by hip Durban outfit Modern Museum, for Nigerian Long-life milk brand Luna. Shot on exotic locations in KZN, the film required witty story telling combined with Nick's trademark eye for arresting visual

All at Film Fetish ahead anticipates an exhilarating ride. And a very warm welcome extended to Hazel Neuhaus who joins Film Fetish as Producer from the 1st July 2003.

### Editorial contact

Karin Volbrecht  
Film Fetish  
(082) 904 95 77