

## CreamCartel launches for the switched-on young

An “innovative new reality-drama series”, CreamCartel - a blend of fashion, Africa, street, beauty amongst the rubble, and creativity blooming within the most unlikely place - is being launched on Vuzu on Wednesday, 28 October 2009 at 7.30pm.



CreamCartel is a show that has been tailor-made for switched-on, young South Africans who want to ride the leopard-print coattails of those defining the next big thing. Enter CHOC, Guy, Abiah and Mome, a foursome who put the ice into Joburg cool and who waste no time in creating the previously unthought-of, whilst effortlessly redesigning the status-quo through enviable fashion.

“Think of a blend of fashion, Africa, street, beauty amongst the rubble, and creativity blooming within the most unlikely place,” is the mission statement of the CreamCartel.

Making its colourful television debut on Wednesday, 28 October at 7.30pm, CreamCartel follows the daily activities of these four individuals, flipping the script on what television viewers previously thought of as the “typical black Joburger” and the role fashion plays in their lives. In a nutshell, this show is about being part of the “CreamCartel Experience”.

### Devoted to fashion

In the hands of CHOC, Guy, Abiah and Mome nothing is ordinary and even the most arbitrary activities become fascinating; whether it's creating a garment or just having lunch or going on a sightseeing tour of Jozi. Driving the action are the wild-and-crazy personalities of each character - each distinct, fascinating and of course, devoted to fashion.

CHOC is a hardcore, streetwise, rule-breaking, Superman-adoring, skating, Japan-loving, chocolate-eating loudmouth who is only kept in line by the odd klap from his big sister, Mome.

Leopard print-loving Mome is the female version of CHOC - think a Lauryn Hill, take-no-prisoners woman who is sceptical of people and situations, but will be your friend for life if you earn her trust.

Pink pants-wearing Abiah is the wildly creative member of CreamCartel. A bit of a diva, something of a poseur and always sporting a mad dress sense, Abiah loves the Sandton-style high life, mulling over his latest inspiration whilst sipping Rooibos or lattes. Oh, and along with his mad creativity, Abiah has a secret crush on CHOC.

Finally, there's Guy, the “clever” boy in the bunch who takes his vegetarianism as far as turning his dog Spoonki into a non-meat eater too. Stylish, prim, proper, and not adverse to rabbiting on and on using big words, Guy is known for his love of animals and his design of doggie attire, whilst trying to contend with a

loathing of dirt, OCD and always being mistaken for not being straight.

## **Customised lingo**

Propelled by their CreamCartel customised lingo, their sharp wit and humour, their crazy-fresh-beautifully unique friendship and, more importantly, revolutionary fashion, Creamcartel is taking the lead - and you'd be well advised to follow.

To catch this wildly stylish, uniquely individual crew tune into CreamCartel on the web (Monday, 26 October) before its television broadcast date (Wednesday, 28 October at 7.30). Simply follow the link:

[www.vuzu.tv/Play/Show.aspx?ShowId=227](http://www.vuzu.tv/Play/Show.aspx?ShowId=227)

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