

Sandton City offers fashion, beauty preview

MasterCard Style Week, in partnership with *Elle*, will take place from 30 September to 3 October 2010 in Sandton City, offering previews of fashion and beauty looks for summer 2010, giveaways, prizes and discounts from participating retailers including Aldo, Fendi, Guess, Lacoste, Lancôme, Levisons, Mango, Marion and Lindie, Nine West and Salvatore Ferragamo.

Each look will be hand-picked by Jackie Burger, editor of *Elle*, and her team, from a range of shoppers' favourite brands and will be on display daily in a custom-designed shopping area in Sandton City Fountain Court, accessible to MasterCard cardholders only.

"With Style Week, we want to remove some of the guesswork that goes into creating the fashion-conscious shopper's look this summer, working with brands that they know and love and are readily available in the centre," explains Burger.

"For MasterCard, strengthening our affiliation with fashion and specifically with women through a spectrum of privileges that help cardholders celebrate and enjoy fashion, remains a key priority. In partnership with *Elle* we wanted to create an event which made fashion more accessible to South African shoppers," says Mark Heame, VP business leader, marketing and communications, MasterCard.

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