

## ***Grazia SA* appoints fashion director**

Kirsty Stoltz has been appointed fashion director of *Grazia* South Africa, a fashion and news weekly magazine. Officially launched on 15 March 2012, *Grazia* South Africa is set to hit local stores for the first time on 18 May 2012.

"I have been a fan of *Grazia* UK for the past eight years," Stoltz says. "I love the clever way in which the magazine mixes high-end designer labels with shopping mall buys. The fashion pages follow a very stylist and modern formula, which I feel really engages and excites the reader. Our mission is to find the best merchandise - to surprise and entertain the reader with aspirational fashion shoots and up-to-the-minute shopping buys. As this is a weekly magazine, we are really able to show the most up-to-date clothing available."

### **Experienced fashion editor**

Stoltz began her career at FHM, where she rose to the position of fashion director before leaving to join ELLE as senior fashion editor. Here, she gained valuable experience working on a niche fashion title before choosing to pursue a freelance career, where she specialised in producing advertising campaigns for key local fashion retailers.

"We are delighted to welcome Kirsty on board," says *Grazia* South Africa editor, Danielle Weakley. "I have long been a fan of her work. I think she has great personal style and she gets the fashion ethos of *Grazia*, which is equal parts sartorially savvy, irreverent, and most especially, wearable."