

THE WHITE T-SHIRT

The little black dress

BODY BEAUTIFUL

BONGI'S FAVE

7 KEY WARDROBE ESSENTIALS

14 BEAUTY MUST-HAVES

10 STYLE SOLUTIONS FOR YOUR FAMILY

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JANUARY 2017 | FOSCHINI.CO.ZA

Put your best fashion foot forward

STYLE GUIDE

THE DENIM

THE DRESS

THE BAG

THE SHOES

Available on order from Foschini Store

Denim on denim: wearing it right with two different shades of denim

WARDROBE BUILDER

BONGI'S FAVE

London week: **20% OFF DENIM**, **15% OFF SHOES**, **10% OFF DRESSES**, **15% OFF DONNA**, **20% OFF HEELS**

ITEM OF THE MONTH

Red lipstick

The most iconic make-up multi-tasker? A bold red lipstick, of course! There's nothing quite like this look as one that for an instant confidence boost. From blue-haired zombies who will make your teeth appear whiter to bright red lips with a smudge underneath, there is a shade of red out there to suit every one's taste. So put on the red today by painting yourself in with subtle, neutral-toned eyes and cheeks.

There's no denying that wearing such a vibrant shade on your lips will turn heads, so prep your pout and get your lips in order. First, gently buff your lips with a soft cloth to gently buff away dead skin cells, then apply a hydrating lip balm. Allow the formula to sink in, then dab a small amount of concealer or foundation over the surface of the lips to create a blank canvas. Carefully line your lips with a liner matching the shade of your lipstick, then use a lip brush to fill them in with your shade of choice. To boost the staying power, dab off any excess lipstick, then with translucent powder and then apply another coat.

HISTORY LESSON

Red lipstick, in its trademark packaging and smooth, creamy textures has not always been as readily available as it is now. For centuries, women have been experimenting to create the perfect red lips, and this can be traced as far back as 3000 BCE, when ancient Mesopotamians used minerals to discolor their lips. Cleopatra and the Egyptians primarily utilized kohl by using a combination of saffron, iris and benzoin. Fast forward to the 1920s, when Hollywood stars such as Marilyn Monroe and Elizabeth Taylor popularized the dramatic colour. Today, celebrities such as Gwen Stefani and Taylor Swift rock red lipstick as their signature look. And it's clear that the colour is here to stay.

INVESTMENT BUY

Longwear Lipstick
Lipstick
Lipstick

Available at Foschini Fashion Store

ON TREND

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FOOD MADE SIMPLE

Ice cream dream

Granadilla sundaes with toasted marshmallows

- INGREDIENTS**
- 1 cup whole milk
 - 1 cup granadilla pulp
 - 2 tsp vanilla ice cream
 - 10 marshmallows
 - 4-6 sugar cones

METHOD

- 1 Cook the sugar, water, granadilla pulp and lemon zest in a pot over low heat, stirring and the sugar dissolved. Bring to a boil. Cook for 10 minutes until the liquid is slightly reduced.
- 2 Remove the pot from the heat and allow to cool slightly.
- 3 Add the ice cream through the lid and stir to combine.
- 4 Pour the mixture into a bowl.

To serve

1 Spoon the ice cream into the cones, drizzle with the remaining syrup and top with toasted marshmallows.



Plum and orange crumble sundaes



- INGREDIENTS**
- For the ice cream**
- 1 cup whole milk
 - 1 cup white sugar
 - 1 cup vanilla ice cream
 - 10-12 plums, cut into chunks
 - 2 tsp vanilla ice cream
- For the crumble**
- 1 cup whole milk
 - 1 cup rolled oats
 - 1 cup white sugar
 - 1 tsp salt
 - 100g butter
- METHOD**
- For the ice cream**
- 1 Cook the sugar, water, orange zest and plum, sugar, water and vanilla essence in a pot. Bring to a simmer over medium heat, stirring constantly.
 - 2 Cook until the plums disintegrate and the mixture thickens slightly. This should take 10-20 minutes. Set aside to cool.
 - 3 Microwave the ice cream for 2 minutes to soften slightly.
 - 4 Stir most of the plum pulp (reserve some) for swirling through the ice cream. Mix well. Then swirl first.
- For the crumble**
- 1 Preheat the oven to 200°C. Create a baking tray or line a well-lubed baking tray.
 - 2 Place all the ingredients in a bowl. Use your fingertips to rub the butter into the dry ingredients and the mixture just comes together as firm crumble.
 - 3 Spoon the crumble mixture on to a baking tray in a smooth layer. Bake for 30-35 minutes, until light golden in colour. Set aside to cool completely.
- To serve**
- 1 Spoon the ice cream into the cones, drizzle with the remaining syrup and top with toasted marshmallows.



Jo-Ann Strauss

The many faces of the renowned personality, mother and Unifac ambassador

FACT FILE

- Born and raised in Cape Town, Jo-Ann went on to study at Stellenbosch University and graduated with a BSc degree in 1986.
- In 2000, she was crowned Miss South Africa, and went on to represent the country at the Miss World and Miss Universe pageants.

'Being a mom has shown me how vulnerable I now am. It's the most humbling experience. I've also

CELEB PROFILE

FAMILY VALUES

Michelle has always been an early riser. It's hard to narrow down to exactly when she was introduced to the 1950s perspective for me. I am so blessed to be able to live like that and being a mom has shown me how vulnerable I now am - with my heart beating inside my body in these two little people. It's the most humbling experience. And it's also realized how much sleep deprivation I can handle!



HELPING OTHERS

I've been introduced to the concept of a Unifac ambassador and it's my best to help the people of the world.

CLUB

THE CLUB MAGAZINE

Your style, Your life, Your savings

17 CLASSIC DENIM MUST-HAVES

18 FASHION SOLUTIONS FOR KIDS

10 MEN'S GROOMING ESSENTIALS

4 SIMPLE PASTA RECIPES

6 TIPS FOR OFFICE SUCCESS

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2017

Club magazine is packed with the latest women's, men's and kids fashion, beauty tips and trends, exclusive discount offers, and great advice on everything from finances to lifestyle hacks. The print magazine is supported by strong social media and website presence with a monthly online reach of over 250,000. Club magazine features product and audience of the The Foschini Group's 22-brand footprint from fashion to homeware, jewellery to cosmetics and sportswear across 2500 stores nationwide

PRINT CIRCULATION
600 170 COPIES PER MONTH (ABC)

READERS
2.5 MILLION

READER GENDER
60% FEMALE 40% MALE

Discounts

5% for 3 issues booked
10% for 6 issues booked
15% for 9 issues booked
20% for 12 issues booked

ADVERT SPECIFICATIONS

Full page spread

BLEED
5mm all around (NB)

TRIM
260mm (H) X 198mm (W)

TYPE
240mm (H) X 178mm (W)

Double page spread

BLEED
5mm all around (NB)

TRIM
260mm (H) X 396mm (W)

TYPE
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Full colour

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Double page spread _____ R96 819
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Outside back cover _____ R77 447
Advertorials _____ R58 158

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June 2017	04 April 2017	17 May 2017
July 2017	10 May 2017	17 June 2017
August 2017	07 June 2017	17 July 2017

All rates exclude VAT. Full technical specifications will be provided by the HM Ad Traffic Department. Cancellation policy or T & C on the HSM website.

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Your life,
Your savings

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MARCH 2017 | TFGCLUB.CO.ZA

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FACEBOOK AND INSTAGRAM POSTS AND VIDEOS



<https://www.facebook.com/TFGClubMagazine/>

STATS

Facebook likes
51 156

Reach
221 579

Engagement
49 522

Period
14 Feb – 13 March 2017

SIZE
800 x 800
PIXELS

DURATION
24 HOURS

VALUE
R1 190
PER POST
EXCL. VAT

HOME BANNER



<http://www.tfgclub.co.za/>

STATS

Rotating banners on the home page will be placed below the magazine cover

Unique visits
9 826

Page views
26 506

Period
1 Jan – 13 March 2017

SIZE
1120 x 250
PIXELS

DURATION
30 DAYS

VALUE
R9 950
EXCL. VAT

WEB BLOG SYNDICATED

Fair to any look, whether day or night. And with the right cleansing method and styling techniques, you #RL.

you're using the right products to best define your curls without weighing down your hair. A curl-defin and conditioner do wonders, and helps bring out more of the curls while hydrating your beautiful locks



<http://www.tfgclub.co.za/2016/12/try-natural-hair-look/>

STATS

Syndicated blog articles will feature under the Life Guide section

Unique visits
9 826

Page views
26 506

Period
1 Jan – 13 March 2017

SIZE
HALF WEB
PAGE

DURATION
24 HOURS

VALUE
R5 500
EXCL. VAT

STYLE GUIDE BANNER



<http://www.tfgclub.co.za/2017/01/womens-fashion/>

STATS

Rotating banners under the Style Guide section will be placed below the fashion sliders

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