

The second annual 'Wear You' seminar returns

Issued by [OLC Through The Line Communications](#)

6 Jun 2019

Celebrating the journey of versastyle women



Following the success of the first series of the Sta-Sof-Fro Seminars last year, the Wear You campaign returns in 2019 - more versastyle than ever before! The Wear You movement is a meeting of the minds of women from all walks of life, with one thing in common - they are real women living in the real world. The seminar aims to celebrate #versastyle women, while imparting and sharing a wealth of knowledge about various key topics.

Wear You 2019

This year's seminars will take place in two major cities: Durban on 26 and 27 July 2019, and Johannesburg on 30 and 31 August 2019. The first day being dedicated to a university campus seminar and day two will take the shape of a full-day consumer seminar.

Sta-Sof-Fro will be working with 13 powerhouse females who are all leaders in their various industries and disciplines. They include financial experts, health and fitness influencers, entrepreneurs and professionals - all sharing tips, insights and life experiences as real woman in this ever-changing world.

Twelve of the ladies from the first series of seminars return, namely, Dr Nandipha Sekeleni, fitness guru Mapule Ndhlovu and media personalities Palesa Masiteng and Lerato Sengadi. They will be joined by wealth coaches Nelisiwe Masango and Samke Mhlongo, global gamechanger Thato Kgathanye, modern-day professionalista Aurelia Nxumalo, private chef, tutor and media personality Chef Nti, Cheri Yase Kasi founder Sunshine Shibambo, Mama Ka Shaka's Nandi Dlepu, Creative Entrepreneur Kwena Baloyi and joining them is TV presenter, musician and producer Rorisang Thandekiso who comes with a wealth of experience that will be adding another layer to the seminar.



The format

The full-day seminar will give consumers a chance to engage in specialised masterclasses which they can sign up for before the seminar based on their interests. All 13 ladies will then share the stage in a panel discussion like no other unpacking the various facets of life and helping guide other women through their journeys. An in depth Q&A will give guests the opportunity to pick the brains of their mentors, followed by a meet-and-greet cocktail session.

“Wear You is a consumer-inspired campaign that was started by women for women. The success and demand from last year fuelled us to want to expand the reach of this seminar and engage with more women even at a tertiary level with young women that are preparing to start their adult journeys and may need guidance,” expresses Lerato Selepe, Sta-Sof-Fro brand manager.

Sta-Sof-Fro continues to break stereotypes and create a dynamic dialogue that allows the versastyle woman to embrace their personal journey's and truths, reminding all that it's ok and in fact encouraged to #WearYou. With a complete haircare range that covers the vast majority of hair and beauty needs – from hair treatments and aftercare to skincare – the Wear You campaign is an extension of what the Sta-Sof-Fro ethos stands for.

Be part of the social media conversation:

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Hashtags: #WearYou #Versastyle

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