

## Boomtown to take Bronx Woman to new heels

Boomtown has been tasked with expanding Bronx Woman's brand and introducing it to a wider audience while increasing the South African footwear brand's footprint in the fashion market.

Boomtown's initial campaign for Bronx Woman centres around the personalities of women who bear the same names as the styles in the AW17 collection.

For more, visit: https://www.bizcommunity.com