

Top brands of *FHM* style and grooming awards

The winners of the 8th *FHM* Style and Grooming Awards were announced at an event held at the new Signature restaurant in Morningside Shopping Centre in Johannesburg recently.



The winning brands of 2009, as voted for by the readers of *FHM*, are:

- Department Store of the Year - Truworths
- Retailer of the Year - Guess
- New Grooming Gadget Product of the Year - Gillette Phenom, also top choice in Shaving Product of the Year
- Watch Brand of the Year - TAG Heuer
- Denim Brand of the Year - Levi's
- Footwear Brand of the Year - Puma also named as Sports Brand of the Year
- Deodorant of the Year - AXE
- Fragrance of the Year - Hugo Boss Element
- Skincare Range of the Year - Nivea for Men
- Haircare Range of the Year - L'Oreal Homme Professionnel
- Fashion Ad of the Year in *FHM* - Guess
- Grooming Ad of the Year - AXE Dark Temptation
- Local Designer of the Year - Iron Fist
- *FHM* Style and Grooming Awards 2009 Editor's Choice award - Diesel

The magazine's fashion director Kirsty Stoltz says that she couldn't agree more with the readers' choices. "Our readers take fashion, style and personal grooming very seriously, while at the same time still being able to have a sense of humour and enjoy themselves. It's a delight to see that our *FHM* readers have impeccable taste, but of course that's what we expect from them!"

For more on the *FHM* Style and Grooming Awards 2009, see the October issue or visit www.fhm.co.za.