

# Cosmopolitan and Boss Hugo Boss celebrate the success of SA's outstanding women achievers

Issued by [Debra Anne Communications](#)

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The December 2003 issue of Cosmopolitan Magazine presents its annual feature titled, "Awesome Women", sponsored this year by international brand leader in perfumes, eyewear and watches – Boss Hugo Boss. Awesome Women is included in Cosmo for the fifth year in succession.

The feature includes twenty-nine of South Africa's most recent success stories from a wide range of disciplines. The common denominator being that the women are all young (under 35 years), inspiring, hard working, determined and not afraid to make a statement. These women set an example for all local women in the way they approach their lives, interests and careers. They are making a difference by realising their full potential, thereby influencing and improving the quality of life of those around them.

Vanessa Raphaely, Cosmo's editor, defines the concept behind the feature: "Cosmo is all about empowering its readers. The content of the magazine is always inspirational, and one of our most successful features is our annual celebration of Awesome Women. This year, it is sponsored, for the first time, by Boss Hugo Boss (cosmetics, eyewear and watches) who share our belief that the best way to lead is by example. All these women have taken the gifts they were born with and used them to succeed in life. They have talent and tenacity. They are the women that make the readers of the magazine *know* that anything is possible. That - with application, guts and dedication - you can fly. A very Cosmo thought!"

The Boss Hugo Boss brand represents a woman who is well informed and confident. Women of today focus on achievement, fashion and appearance, and it is these trends that are core to the overall positioning of the Boss Brand. This is powerfully encapsulated in the fragrance, Boss Intense, The Watch and Sunglass ranges.

Women today know what they want, they know what to do in every situation. They see society as a place where they can be themselves. Men do play a role, but as equal partners. The Boss woman is elegant, confident and sensual. This epitomizes the awesome woman, and South Africa has many such women.

The Cosmo & Boss Hugo Boss Awesome Women represent various fields such as the arts, modelling, broadcasting, sport and business. From Cape Town, KIM VAN VUUREN (Designer and owner of India Jane), HALIMA KHUNOETHE (Human Resources Manager and Entrepreneur), FRAN BOTHA (Winery founder and co-owner), MELISSA VAN HOOGBRATEN (food emporium co-owner) KIM REW (Attorney and Champion Surfskier), MELANIE JONES (Stand up comedienne), NADIA DAVIDS (Playwright, Columnist and PhD Candidate) and KATHRYN SMITH (Artists, curator and art critic).

From two young students still at school to one of the youngest woman pilots, the Awesome Women from Gauteng are highly successful. TAMARA DEY (Singer), KB MOTSILANYANE (Singer and Actress), SANTA-MARIE VENTER (Karate Champion, DJ and Medical Student), CAROL MANANA (Sports Journalist), MICHELLE MAKORI (News Presenter and producer), NKHENSANI MANGANYI (Fashion-label creative director and CEO), WILMARIE JANSE VAN RENSBURG (Motorbike Racer and Marketing Manager), KOULA (Radio Presenter), ALEXIA WALKER (Record label owner), ROMINA ARMELLINI (Fundraising organisation founder, model, swimmer, matric student and motivational speaker), PHINDIWE NKOSI (Entrepreneur, matric student and poet), CHARLOTTE LOVELL GREENE (Pilot), KIM ENGHELBRECHT (Actress), MELISA GOBA (Assistant Curator - Goodman Gallery), LISA JEHOSEFAT (Charity Founder), KELLY BLOOM (Company President and Creative Director), NZINGA QUNTA (law student and model), AZANIA MOSAKA (Radio DJ).

The fields of expertise represented by the three selected Awesome Women from Durban on the Kwa-Zulu Natal coast are as diverse as they are, but they are equally passionate about using their talent and experience to achieve the highest levels

possible. RANI SITARAM (Film company co-founder), CINDY NORCOTT, (Recruitment agency owner and business coach) and SARAH JAYNE JOHNSON (Professional Surfer).

The Cosmo and Boss Hugo Boss Awesome Women are selected by Cosmo's team of highly skilled journalists who spend a considerable amount of time investigating the market place, seeking out exemplary women to profile. Lists of proposed candidates are submitted to Cosmo's Editor, Vanessa Raphaely. Thereafter, Cosmo's editorial team selects the final list.

Cosmo and Boss Hugo Boss will give a luncheon hosted by television personality and former Mr South Africa, Michael Mol in Johannesburg on 28 November 2003 at The Saxon, to celebrate and acknowledge the brilliance and success of each of the Awesome Women. The luncheon gives the Awesome Women the opportunity to meet one another and to network as well as to enjoy VIP treatment courtesy of the sponsors and the publisher. Those women who live outside of Gauteng will be flown to Johannesburg for the function.

The December 2003 issue of Cosmopolitan goes on sale nationally on Wednesday, 19 November 2003.

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