

# All new Huawei P20 lands in South Africa

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## A fusion of fashion and fun

Last week Thursday, Johannesburg's who's who, tech enthusiasts and local celebrities gathered in a swanky soiree to unveil the latest member in the Huawei family - the much anticipated P20 and P20 Pro. Hosted by actor, presenter Nico Panagio, the VIP by-invite-only event brightened up an otherwise gloomy Johannesburg evening.

The Galleria in Sandton played host to the innovative affair, submerging guests in an immersive experience that highlighted the unique features of the phone. Offlimit Communications, Huawei Technologies' BTL agency, was responsible for putting together the launch event that would showcase and celebrate creativity and photography in a unique way.

Huawei Technologies handsets, at the forefront of technology and photography, compliment the busy lifestyles of consumers. Good looks, great camera - the P20 is the perfect accessory for trendsetters and taste makers.



## Fashion guru and industry legend

Gavin Rajah surprised guests with a fashion showcase, before guests were ushered into the customised experiential zones.

In these zones, guests ventured through a Super Action Snapshot zone, a super low light zone as well as a first of its' kind UV photo booth. The invitees were also treated to fun UV makeovers that came to life at the explosive after party, with UV lighting creating a kaleidoscope of colour both in the booth and on the dancefloor.

Broadcasting live from the venue, 94.7 Highveld Stereo Night Show DJ's Mantsoe and Zweli were among the faces at the launch. Actress and Mzansi sweetheart Thembisa Mdoda, media personalities Tumi Voster and Tango Ncetezo mingled throughout the night alongside comedian Ndumiso Lindi, broadcast legend Alex Jay, Kojo Baffoe and Janez Vermeiren.

The grand finale of the evening was a performance from songstress Lady Zamar, who serenaded guests, bringing the unforgettable night to an impressive wrap.

"Bigger, bolder, brighter and more brilliant than the last- that's how we tackled this brief and the team has really managed to bring the ideas to life. When you have a phone this advanced, one has to really showcase and celebrate these features in an exciting way the consumer can engage and interact with," commented OLC Managing Director Jerome Cohen.

The Huawei P20 and P20 Pro are currently available to purchase at all major retailers.

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