

# #BehindtheSelfie with... Kelly Fung

 By Leigh Andrews

14 Mar 2018

This week we find out what's really going on behind the selfie with Kelly Fung, now editor-in-chief at *Elle South Africa*.



Fung in focus.

## 1. Where do you live, work and play?

Currently, I am getting the best of both worlds; spending half of the month in Johannesburg, and half in Cape Town.

## 2. What's your claim to fame?

Probably that I was on the *KTV Dunk Show* in grade 3!

## 3. Describe your career so far.

Hard work, dedication and clever thinking.

## 4. What do you love about your industry?

The fascinating, absurd, bizarre and creative people, the beautiful fashion I get to play with and the gift of being able to hold the results of all your hard work in your hands, at the end of each month.

## 5. Describe your average workday, if such a thing exists.

No day is the same, of course. But it usually starts and ends with answering emails.

## 6. What are the tools of your trade?

The ability to focus and multi-task at the same time. A curiosity for the world around you and creative stamina.

## 7. Who is getting it right in your industry?

I think everyone is trying their best to get it right, but SA holds a tricky, very split market that no one is hitting just yet.

## 8. List a few pain points the industry can improve on.

- Diversity and inclusion
- Resistance to change
- Egocentric personalities
- The bizarre imbalance between those with a lack of experience and the seasoned who don't want to move on.

## 9. What are you working on right now?

My first few issues of *Elle South Africa*!



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The issue goes on-shelf on Monday!

We hope you will be getting yours. 🍷📺🔥🌍

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## 10. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

- Inclusivity
- Diversity
- Slay, girl!
- "You are reaching"
- When something needs to go: XYZ is cancelled

## 11. Where and when do you have your best ideas?

When I travel. Airports have grown on me.

## 12. What's your secret talent/party trick?

I am a world-class expert at ninja-bombing a party/event. That's code for disappearing.

## 13. Are you a technophobe or a technophile?

My heart says technophobe, but my brain says technophile.

## 14. What would we find if we scrolled through your phone?

Screengrab upon screengrab of fashion campaign and visuals and product, hundreds of unopened WhatsApp messages and strange gifs, my new language of choice.

## 15. What advice would you give to newbies hoping to crack into the industry?

Besides that it really isn't as glamorous as it seems (I'm not just saying that; you do actually have to pack boxes for a couple of years), that it's totally okay to go through the process, you don't have to be famous and successful overnight.

“ For a sustainable career, learn from all those who have gone before you, absorb all the info. It's a craft, not a race. ”



Ndalo Media presents its first edition of *Elle* magazine!

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Simple as that. You're welcome to [email Fung](#), visit the [Ndalo Media press office](#) and be sure to follow her on the following social media channels: [Twitter](#) | [Instagram](#) | [Facebook](#).

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\*Interviewed by [Leigh Andrews](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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