

Nandi Madida is the new face of Lux

Musician, actor and TV personality Nandi Madida is the new face of Lux. She featured in the soap brand's latest TV commercial, launched this week, which depicts the new mom in several beautiful locations in an attempt to showcase her diverse musical career.



“Nandi’s eclectic style and look, and her wide-ranging roles, from mother to tv personality, make her the perfect Lux woman. Her mix of modern and traditional, both in taste and through her music, is so representative of Lux,” said Unilever personal care PR manager, Sphelele Mjadu.

“Madida mirrors our brand shift perfectly because of her multiple roles, on and off screen.”

In the local market, Madida forms part of a list of dynamic women that include Khanyi Dhlomo, Basetsana Kumalo, Joanne Strauss, Sonia Mbele and Felicia Mabuza-Suttle, to have partnered with LUX.



Local divas launch Lux We Are More campaign

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“I’m ecstatic about this partnership and honoured to join the ranks of legendary South Africa women who I admire. To be associated with a heritage brand that is loved by, and talks to the varied women of my country, makes me very happy,” said Madida.