

Anga Makubalo steps up as Soviet Denim's male brand ambassador

Soviet Denim has appointed artist and actor Anga Makubalo - also known as NaakMusiQ - as its male brand ambassador.

Managing executive at Soviet Denim, Caroline Hardman, says that the brand has identified a gap in the market when marketing to its male consumer, hence the appointment of Makubalo.

The identified gap is the connection between music and the brand's target market due to the country's passion for dance and music.

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