

# Old Friends Young Talent wins G-Star RAW SA PR account

Issued by [Old Friends Young Talent \(OFyt\)](#)

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As of 1 April, G-Star RAW appointed OFYT to lead their public relations efforts. OFYT will support G-Star RAW in their quest to remain the number-one denim brand globally and continue pushing boundaries in the South African fashion space.

This announcement comes on the heels of the appointment of the agency's new head of PR, and the partnership promises to bring a fresh perspective into the brand.



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- " Bootlegger appoints Old Friends Young Talent as their creative agency 16 May 2023
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- " OFYT appoints Nandi Zuma as new head of PR and exco member 9 Feb 2023



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A unique union of global experience and talent from the streets to create fresh, involving, indigenous South African marketing solutions.

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