

# Spree.co.za launches Freedom Day campaign

Spree.co.za has launched a campaign for Freedom Day this year. The #FeelFreeSA campaign features influential South Africans sharing what makes them feel free through a series of beautiful images and captions.



Jackie Burger

“The campaign gives us all an opportunity to reflect on what makes us feel free this Freedom Day,” said Karen Dempers, head of marketing.

“We asked proudly South African individuals who we have worked with before, or who have inspired us over the past few years, to be a part of the campaign”, added Dempers. “We wanted to take their insights and stories directly to fellow South Africans, to inspire everyone to share what makes them feel free and amplify the positive sentiment felt across the country on Freedom Day.”

The list of local influencers in the campaign include stylist and salonniere Jackie Burger, singer-songwriter Chad Saaiman, fashion designer Gert-Johan Coetzee, and blogger Siya Beyile, amongst others.

The campaign is a fresh way to celebrate freedom and provides a platform to truly reflect on what that means to us all personally.

Full list of influencers:

- Chu Suwannapha, fashion director of Huisgenoot and You;
- Chad Saaiman, singer and songwriter;
- Tarryn Oppel, Elle fashion director;
- Danilo Acquisto, TV and radio presenter;
- Gert-Johan Coetzee, fashion designer;
- Jackie Burger, stylist and salonniere;
- Kelly Fung, fashion and beauty editor of Marie Claire;
- Siya Beyile, The Threaded Man;
- Zanele Kumalo, editor of Grazia; and
- Janine Jellars.

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