

Canal Walk shines a light on local, authentic brand heroes

 By [Lauren Hartzberg](#)

3 Oct 2017

Instead of being faced with a lineup of fashion models, shoppers will be spotting some of their favourite familiar faces on marketing material around Canal Walk.



The shift forms part of the shopping centre's new My Story My Style campaign, which showcases a selection of South African heroes each with their own unique style and path to success.

From vocalists to artists, surfers and bloggers, the campaign seeks to highlight that these local personalities are all completely different and have become successful in their own right, while staying true to who they are. The goal, according to Canal Walk, is to encourage the public to "be bold in their authenticity".

The seven brand heroes are: fashion and beauty blogger, Aqeelah Harron Ally; ocean adventurer, inspirational speaker and author, Chris Bertish; artist in learning, Tony Gum; soulful singer and songwriter, Chad Saaiman; TV presenter and adventure seeker, Jade Hubner; model mom and entrepreneur, Candice Boucher and stylish vocalist Jimmy Nevis.

“In line with the trends towards your unique self and trying not to fit into societal moulds on how we should think, look and act; we think it’s time for Canal Walk to have a campaign that supports our individuality,” says Camilla Lor, Canal Walk’s regional marketing executive.

“Feel good brands now want to offer the idea that it is okay to be you. We can all still feel fashionable and fabulous while remaining completely true to who we are. Each and every one of us has a unique style and a story that makes us special and that is exactly where the Canal Walk brand campaign starts.”

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