

# Introducing 'Sweet Beats'

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*Celebrating women changing the face of Mzansi's music scene.*

*Strawberry Lips brings you Sweet Beats - South Africa's first online platform dedicated to inspire up-and-coming proudly South African female DJs.*

"Like a girl," a phrase, that historically represented something negative, has been turned on its head over the years and become symbolic of girl power and women's empowerment in general. Today more than ever, women are going boldly in the direction of their dreams and desires - bulldozing stereotypes with a celebratory feminine flair that cannot be ignored.

Strawberry Lips, a brand synonymous with the women empowerment narrative, has for years been at the forefront of supporting women in the music scene - particularly the club DJ. What has for decades been a male-dominated profession and industry as a whole, is now morphing - largely due to female DJs making their presence known, felt and respected. The rise and rise of female DJs has seen the birth of heavyweights who have, in turn, paved the way for upcoming talents with aspirations within the music field.

## Introducing Sweet Beats

In an effort to continually fly the girl power flag high, Strawberry Lips presents Sweet Beats. Sweet Beats is a unique music property that creates a platform of sharing and tips - all in the name of mentorship

and upliftment. Sweet Beats is a monthly online showcase of female DJs - aptly known as the Sweet Beats Sistas. The online showcase will feature DJs, well known and upcoming alike - bringing valuable insights and information to aspiring female DJs and inspiration to womankind in general. The movement, aimed at motivating and empowering, will see these influentials share their tips and life experiences in a twelve-part interactive web series. The Sweet Beats Sistas, from all over the country, will also host quarterly collaboration events which will be streamed live on social media.

## The Sweet Beats Sistas

Strawberry Lips has handpicked 12 ladies who have created names for themselves in the music and nightlife scene and become forces to be reckoned with. Talents from Gauteng, Cape Town and Durban will be coming together to celebrate sisterhood through sound. These leading ladies in the campaign include women from all walks of life with one thing in common - the love for music.



“The Sweet Beats sessions are not just a platform to unearth, inspire and mentor fellow DJs within the music community - every woman has dealt with their own challenges and more importantly victories, so these ladies can inspire us to pursue our dreams. Strawberry Lips is all about the ladies, so everyone can expect interactive and engaging content and discover new South African music talents,” commented Strawberry Lips Marketing Manager Vanessa Nel.

The sessions will see three Sweet Beats Sistas hosting a luscious night of good music, dance and drinks and it all kicks off in Johannesburg. Fans will also get the chance to see the ladies and hear their stories like never before with online live streams and Q&As: sharing the how, what and why of the music industry for a female DJ.

To find out more follow Strawberry Lips and Sweet Beats online and stay abreast of all updates and competitions.

Be part of the social media conversation:

Website <https://www.StrawberryLips.co.za/>

Facebook <https://www.facebook.com/StrawberryLipsTequila/>

Twitter: [https://twitter.com/SL\\_SweetBeats](https://twitter.com/SL_SweetBeats)

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