

The South African Luxury Association exclusively partners with luxury leaders *Live Out Loud*

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The Southern Africa Luxury Association (SALA) has entered into a strategic partnership with *Live Out Loud*, the exclusive lifestyle publication, which targets South Africa's high net worth individuals. The partnership has been created to increase awareness and understanding about the brands and consumer dynamics shaping this fast evolving sector. The parties will collaborate closely to stimulate the growth of the region's luxury industry.



“As the commentator and authority on luxury in South Africa, SALA represents and supports high-end products and brands whilst *Live Out Loud*, the benchmark of premier, lifestyle publishing represents exclusive people and lovers of luxury, making this a perfect partnership,” says Michael Eilertsen, CEO, *Live Out Loud*, commenting on the tie-up.

This partnership is another milestone that *Live Out Loud* has achieved as a unique offering in the media landscape: a property that generates value for advertisers by being much more than simply a print publication. Rather, *Live Out Loud's* approach is to build direct, experiential relationships with the difficult-to-reach audiences that advertisers wish to connect with. Their first foray into this space was the high-profile alignment to the Discovery Invest Leadership Summit and the second was their support of the World Luxury Hotel Awards, that has firmly positioned *Live Out Loud* as the leading medium for South African luxury brands seeking to reach that elusive, intelligent and wealthy target market.

Piers Schmidt, the Chairman of SALA and of consulting firm Luxury Branding, shares the *raison d'être* of the Association, “Through the establishment of SALA, we are contributing new industry intelligence that will broaden awareness of and deepen insight into the luxury and premium lifestyle sectors. Our goal as an Association is not only to support the growth of international luxury brands trading in South Africa but to enhance the product quality and raise awareness of local luxury organisations wishing to develop their brands here and overseas.

“Our alignment with *Live Out Loud* demonstrates how we are working with the leading media in our sector to stimulate greater presence for luxury brands while educating the market as to the true value of luxury.”

SALA was formerly launched in June 2009 and to date has attracted a membership of 50 organisations including Moët&Chandon, British Airways, Estée Lauder, Gavin Rajah, Graham Beck, Uwe Koetter, Sanlam, Twice International and the Mantis Collection. The Association hosts a series of quarterly events, called SALA Briefing, which are held alternately at the One&Only in Cape Town and the Hyatt Regency in Johannesburg. SALA Briefing brings together leaders in luxury to discover, debate and discuss salient sector issues and challenges facing luxury and premium lifestyle brands in the region.

“Our entire ethos is centered around creating innovative ways to build and strengthen relationships between premium brands and their valued consumers. We are already renowned in South Africa for being one of the most dynamic media channels for brands to present themselves in the market,” says Eilertsen. “More than just publishing a magazine, we build relationships through a solid, content-led event platform which brings together high profile brands allowing high net worths the opportunity to experience the best that South Africa has to offer in the luxury landscape. Now, with this alignment to SALA, we are innovating once again to develop the industry and we look forward to supporting the Association in furthering its aims while providing our readers with interesting content about member brands and their activities in the luxury arena.

"We are very proud to be associated with *Live Out Loud* as we believe that their enterprising publication, supported by their exciting brand-centric events, has resulted in a unique value proposition for advertisers. This has not only cemented their success in South Africa but will, in the future, be a platform for entry into other Southern African countries where there are significant pockets of wealth," comments Silvana Bottega, CEO of SALA. "The partnership with *Live Out Loud* allows SALA the opportunity to reinforce the presence of the brands represented in the Association as well as to reach out to new brands that are looking to grow and establish themselves further in South Africa. We are looking forward to working closely with *Live Out Loud* to highlight key challenges and opportunities within the industry in order to further educate and strengthen the sector," she concludes.

SALA will hold its next Briefing at the One&Only Cape Town on the 3rd of March 2010. Guest speakers Adrian Gardiner of the Mantis Collection and Rob Zipplies will address the evening's topic: "The Responsibility of Luxury". Details on www.sa-la.org.

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