

# Offlimit activates Virgin Mobile Cape Town Fashion Week and takes it to a whole new level

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The campaign started with Virgin Mobile's stylist squad hitting the streets in Jozi and Cape town to build awareness for Virgin Mobile's new sponsorship, Cape Town Fashion Week.

Fake fashion shoots were set up in key hotspot areas, where consumers could watch the V Mobile models strutting their poses. As Virgin Mobile is all about transparency, the crowds loved watching this activation, as if they were really behind the scenes.

Virgin Mobile's activation agency, Offlimit Communications, along with the V Mobile team, made huge noise in the city and amplified it further with simple eye-catching visuals projected onto loads of buildings at night.

If that wasn't enough, in true Virgin Mobile style we hijacked the ramp at the Virgin Mobile Cape Town Fashion Week and Offlimit activated a world-class grand finale show on the ramp. The theme was provocation, creating a fantastical visual mixture of PVC-clad nurses, prom queens and extra tall, extra skinny models on stilts conducting intriguing movements on stage, to live vocals by Lark. Something that has never been done before and a refreshing end to a stunning Cape Town Fashion Week.

The after-party was also not for sissies. Held at Bloomsburg Cars, the evening was filled with V Mobile attitude, with DJs performing live mash-ups for the crowds as well as a live hour-long show, called Lola's Closet. A huge clear glass box was suspended behind the bar, where the party goers could watch Lola and her friends get dressed, styled and made up. Super sexy and done with good taste, the girls danced around in their underwear, had pillow fights and did their makeup. It clearly was a crowd stopper. To check out the video and the campaign go to [www.offlimit.com](http://www.offlimit.com).

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