

Weylandts launches innovative storytelling campaign

Homeware and furniture retailer Weylandts launched its latest creative campaign with a short film about storytelling directed by Arcade Content's Lebogang Rasethaba.

Premiered on 5 September at Weylandts store in Fourways, the event attracted South Africa's leading interior designers, fashionistas, and media influencers.

Through the film, which has since been shared on Weylandts social media channels, audiences can better understand the brand's ethos around timeless, quality design and manufacturing.

For more, visit: <https://www.bizcommunity.com>