

## *FHM* July 2011 features new look, hot choices

The July 2011 issue of *FHM* features a new design, new features and the *FHM* 100 Sexiest Women in the World 2011 supplement, won by 30-year-old model and entrepreneur Shashi (Sashi) Naidoo. It also includes South African supermodel Lee-Ann Liebenberg.



*FHM* July 2011 cover.

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The *FHM* crew has restructured and redesigned the magazine completely, with art director Julia Ayerst as project champion and input from the team. The inspiration for the new design comes from Mexican wrestling posters, 50s' pin-ups and rock 'n roll style graffiti art.

*FHM* editor Hagen Engler told Bizcommunity.com that "[t]he redesign didn't have anything to do with the launch of *Playboy South Africa*. *FHM South Africa* just felt it was time for a revamp - to give the *FHM* readers an energetic, dynamic design to match the outrageous rock 'n roll content that *FHM* has always provided.



*FHM* June 2011 cover.

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"*FHM* has a young and vibrant look to it - and to maintain this and stay in line with international design trends, it is necessary for an update from time to time.

"This is the first time *FHM SA* has generated a redesign without instruction and influence from the *FHM* head office in London. It was locally researched, created and driven (in collaboration with Breinstorm Design Agency).

The new cover design makes its debut with the July issue, and welcomes back Liebenberg as a new mother who still looks as stunning as ever in her

Stellenbosch shoot.



FHM July 2011

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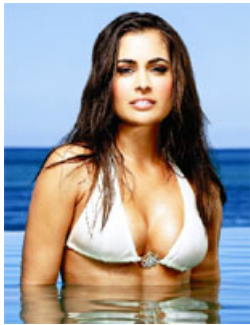


FHM June 2011

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## Super sexy

Following a chequered career, Naidoo (@shashinaidoo) is the owner of Alushi Model Management, a modelling agency that aims to empower its artists with knowledge of brand building and see it as vital that there is constant transparency, as integrity is the core foundation of its business. "We've recently started a new division called A-list Promotions, which focuses on organising events and promotions," says Naidoo.



Shashi (Sashi) Naidoo. Pic:  
FHM Nick Boulton

Apart from being the owner of a successful modelling agency, she is also the ambassador for Audi A1 and the nationwide face for Sorbet. She has appeared on Backstage and Egoli and was the winner of the Tropika Island of Treasure in 2009.

According to Hagen Engler, editor of *FHM* magazine, "Sashi has worked with the magazine for years; from her first appearance as Student of the Month, then on the calendar, two covers and she hosted a calendar TV special on M-Net."

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*Updated at 3.06pm on 15 June 2011.*

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