

Magnum's Pleasure Store is popping up in Joburg

Ice cream brand Magnum is once again bringing its widely-popular Magnum Pleasure Store concept to SA shores with a pop-up shop in Sandton City from 16 November 2018 until January 2019. The new Magnum Pleasure Store is a contemporary, luxurious space where consumers can explore the tastes and textures of Magnum chocolate and ice cream in a way that's personal to them.



The store offers fans an opportunity to prepare and craft personalised Magnum moments, with a dipping bar considered to be the key feature in the store.

"Pleasure Seekers are invited to customise their vanilla ice cream with their selection of dripping melted Magnum chocolate, followed by adding decadent toppings of their choice. The store's Pleasure Makers will be on-hand to make these bespoke Magnum creations come alive," explains the brand.

Fans can look forward to toppings like Popping Candy, Rose Petals, Praline and even chocolate beads inspired by Magnum's co-collaborator Laduma Ngxokolo of MaXhosa by Laduma. These personalised creations can then be captured in one of the Magnum photo booths for social sharing.

Magnum Pleasure Store visitors are now also able to choose from three trendy Magnum ice cream 'looks'. These have been specially created for the store and are inspired by fashion trends and art.

Spring Summer '18 Magnum

Inspired by the summer catwalk. Velvety vanilla ice cream enrobed in ruby chocolate, and adorned with feminine rose petals and berry gems.



Animal Instinct

Inspired by bold animal print fashion collections. Animal print chocolate shards, with a single petal, set upon intense dark Magnum chocolate, coating deliciously smooth vanilla ice cream



Impressionism

Inspired by Impressionist Art. Silky vanilla ice cream concealed within pale blue chocolate and delicately topped with rose petals and meringue kisses



Make my Magnum ice creams will be sold for R45 each.

Magnum Pleasure store details will be open daily at Entrance 4 in Sandton City from 16 November until January 2019.

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