

New Edgars Beauty I'mPerfection ad challenges beauty ideals

The new Edgars Beauty I'mPerfection campaign ad challenges standardised ideals of beauty. Directed by Fausto Becatti of Bioscope Films, the one-minute long ad aims to encourage people to embrace their flaws and imperfections.

The ad features an array of boundary-breaking beauties including Matte Jacobs, Lexa Cleo, Smash Afrika, Yasmin Furmie, Charli x Boi and Mhlali Ndamase.

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