

YOUth & I: For the youth, by the youth

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Ackermans creates a platform for Gen Z to curate 'fashun' content



Gen Z is a generation of kids who are in-the-know, love fashion, and are inspired by the latest social trends.

[Ackermans](#), South Africa's leading value retailer, wanted to lean into this and provide their younger audience with a platform where they could directly speak to them, to meet them where they naturally want to be...online, so it launched [Youth&I](#).

YOUth&I is an online community platform for the youth, by youth – curated by Ackermans, created by them. This platform is a place where Gen Z can find their daily dose of fashion inspo, style tips, and inside information on what's hot and what's not in the fashion world through a team of creators, known as the #FashunFriends.

The role of an Ackermans YOUth&I 'Fashun Friend' is to share and showcase the wide range of Ackermans merchandise by pulling together looks to try at home. They are brand ambassadors for the Gen Z product offering available in store.

Says [Merlin Norman](#), chief of marketing at Ackermans, "The objective was to create a unique brand identity while showcasing on trend looks and outfit inspo among older kids. Gen Z is savvy, they know what they want and how they want to be spoken to. They're also incredibly creative and Instagram is a platform that allows them to create - and curate - content that they relate to."

Ackermans recently concluded its search to find the next five YOUth&I creators through Instagram. Followers and aspiring fashion influencers (aged between 13 and 15) were asked to create their own fashion content tagging the brand and featuring the hashtag #NextFashunFriend to be in the running for the influencer search.



The criteria: Showcase authentic, relevant, fashion content, that highlights their personal style.

The new team of YOUth&I Fashion Friends are:

- Ahlume Mjuleni, 14 years old
- Lynne-Leigh Koopman, 14 years old
- Matthew Pape, 14 years old
- Lumphumzo Mondie, 14 years old

- Teagan Wentzel, 15 years old

For the next six months, they'll be creating content that highlights the product they love with their own unique spin and showcasing their individual personalities.

Followers of the YOUth&I platforms will be introduced to the new Fashion Friends and get a glimpse into their lives, loves, and style.

Don't miss out on all the action, check out the [YOUth&I Instagram feed](#). For more on Ackermans head to [Instagram](#), [Facebook](#) and their [website](#).

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