

Sonja Fahn is Brand Union's new CD

Sonja Fahn has been appointed as Brand Union's new creative director. Fahn will be based at the Cape Town agency and will be using her expertise in communication and ideas to grow Brand Union's strategic and design product.

Over the course of Fahn's 20-year career, she spent 10 years in the role of a creative director and has an obsession with brand strategy.

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