



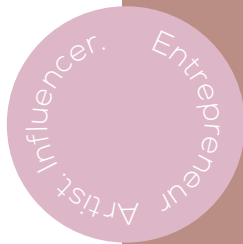
2019



LeAnne Dlamini

ENTREPRENEUR. ARTIST. INFLUENCER

OFFICIAL LEANNE DLAMINI | PRESS KIT



Inside my world

1. Official bio

This is my story and how I've put together a life that I love.

2. What I do

Everything I do seeks to serve a purpose and inspire others to see things differently.

3. Audience

Made up of a sisterhood that loves to be empowered and entertained.

4. Work with me

I'm a multi-passionate individual which always makes for interesting collaborations.



LDH

OFFICIAL LEANNE DLAMINI PRESS KIT



*I was
born to
inspire
others to
dream.
I believe
we are all
worthy
of our
wildest
dreams.*

- LeAnne Dlamini

EMPOWERED INFLUENCIAL STYLISH

I'm LeAnne Dlamini and I live to inspire others through my journey as a mother, wife, entrepreneur and a recording artist. Although I was born and raised in Johannesburg, South Africa, I've been on a mission to connect with women from around the world, who like me, design and live a life they truly love. Through my music career, business endeavours and connecting women through sisterhood, I seek to inspire others to dream big and back it up with meaningful action to create a life they love.

I am the founder of a company called Life Designed By Her (LDH) through which I share the various passions i have, be it music, women empowerment and making a difference in society.

ARTIST

With 15 years in the music business, I can safely say music is my life and has given meaning to my world. After receiving two South African Music Awards and a Metro FM Award, I knew I had found a place where I could express myself but also give voice to the feelings which are felt by those who listen to my music. My latest album titled "Warrior" is what I'm currently promoting.

LDH

What began as a campaign I started called #ENDGIRLHATE has evolved into a widely celebrated movement of women united through sisterhood. With a presence in South Africa, Botswana and Canada we host purpose driven lifestyle events which include personal development masterclasses, Glamour conferences and High Teas for change.

INFLUENCER

I believe in the power of influence that seeks to encourage and inspire women to look after themselves holistically. I collaborate with brands that seek to build authentic connections with the sisterhood that I engage with on my social media platforms and at the events LDH hosts.



ENTREPRENEUR

MOTIVATIONAL SPEAKING
MC CORPORATE EVENTS
PANEL DISCUSSIONS



ARTIST

LIVE PERFORMANCES
HOSTING MUSIC EVENTS
HOSTING REDCARPET



INFLUENCER

BRAND COLLABORATIONS
SOCIAL MEDIA CAMPAIGNS
ATTENDING LAUNCH EVENTS



L'ORÉAL
PARIS

LA MER.

candi & co

COTTON:ON

CLARINS
PARIS

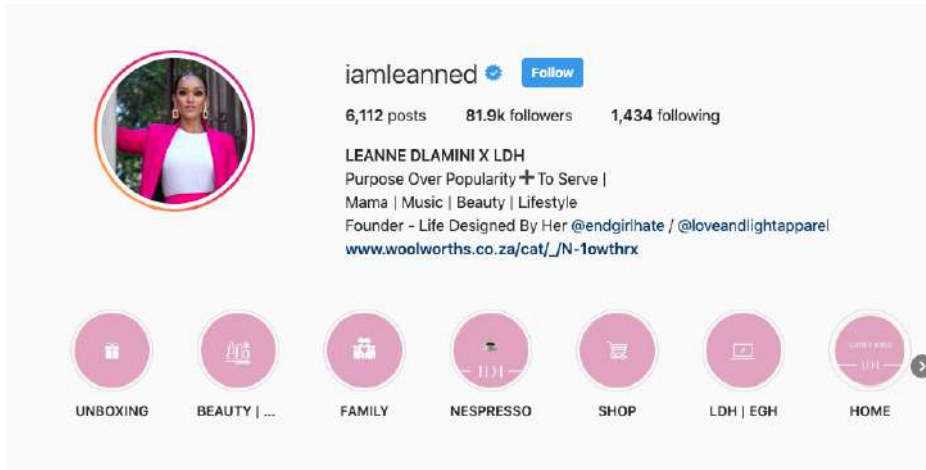
Carol's Daughter
beauty by nature

COTTON:ON
BODY

Nelson Mandela
CHILDREN'S
HOSPITAL TRUST
A family dedicated to care

Comfort

Instagram
@iamleanned
81,9k followers



iamleanned Follow

6,112 posts 81.9k followers 1,434 following

LEANNE DLAMINI X LDH
Purpose Over Popularity † To Serve |
Mama | Music | Beauty | Lifestyle
Founder - Life Designed By Her @endgirihate / @loveandlightapparel
www.woolworths.co.za/cat/_N-1owthrx

UNBOXING BEAUTY | ... FAMILY NESPRESSO SHOP LDH | EGH HOME

Facebook
LeAnne Dlamini
17k likes & followers



LeAnne Dlamini Verified
@IAM.LeAnneD

Home About Photos Events Videos Instagram @iamleanne... YouTube - LeAnne Dlam... Twitter @iamleannemusic Pinterest @leannemusic

Write a post...

Community See All

- invite your friends to like this Page
- 8,484 people like this
- 8,601 people follow this
- Reine Michel likes this

Twitter
@iamleannemusic
13.9k followers



End Girl Hate
WOMEN 4 WOMEN

Tweets 21.4K Following 3,427 Followers 13.9K Likes 6,542 Lists 2 Follow

LeAnne Dlamini Verified
@iamleannemusic

I live to inspire | Singer | Founder of End Girl Hate/LDH | South Africa | Email leannedlamini@gmail.com

Tweets Tweets & replies Media

LeAnne Dlamini Verified @iamleannemusic · Sep 15
There are some things you need only discuss with God. Be careful who you vent to and who you trust. The devil was once an angel. Tell God and keep it to yourself. 🙏 #ldhinspiration #sundaysoulfood

Social Media



Audience Age

Age 25 to 29	40.47%
Age 21 to 24	34.24%
Age 18 to 20	14.47%
Age 30 to 34	6.79%
Age 35 to 44	2.08%
Age 17 and under	1.45%
Age 45 to 54	0.34%
Age 55 to 64	0.13%
Age 65 and over	0.04%

Audience Income

\$10,000 - \$19,999	59.78%
Under \$10,000	25.36%
\$20,000 - \$29,999	11.11%
\$30,000 - \$39,999	2.60%
\$40,000 - \$49,999	0.83%
\$50,000 - \$74,999	0.32%

Audience Gender

Female	74.33%
Male	25.67%

Audience Location

South Africa	81.23%
United States	7.81%
United Kingdom	2.47%
Nigeria	1.03%
UAE	0.69%

Audience Brand Affinities

Instagram	17.97%
Woolworths	12.42%
Nike	10.60%
The Oprah	9.97%
News24	9.41%

Audience Demographic

Let's work together



Artist

30K

PERFORMANCE FULL BAND SET (45MIN-1HR)

20K

PERFORMANCE BACKTRACK SET (45MIN-1HR)

10K

APPEARANCE & LAUNCH EVENTS

5K

APPEARANCE FEE



Influencer

5K

SOCIAL MEDIA CAMPAIGN APPEARANCE
(PER SOCIAL MEDIA POST ACROSS
INSTAGRAM, FACEBOOK & TWITTER)

7K

PHOTOSHOOT FULL DAY

4K

PHOTOSHOOT HALF DAY

2.5K

PER INSTAGRAM STORY



Entrepreneur

30K

KEYNOTE ADDRESS &
MOTIVATIONAL SPEAKING

20K

MC CORPORATE EVENTS

10K

APPEARANCE & LAUNCH EVENTS



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ENTREPRENEUR. ARTIST. INFLUENCER

LEANNEDLAMINI@GMAIL.COM

+27 82 387 6727

WWW.LDHWORLD.COM