

Case Studies:

Georgia Salpa – Gold Fever Hair Extensions (Brand)



Georgia Salpa is a well-known, Irish glamour model and influencer.

Born in Athens, Greece, to an Irish mother and Greek father, she now resides in London with her husband, the millionaire [British](#) hedge-fund manager Joe Penna and her kids. She began modelling before leaving secondary school and has undertaken modelling assignments for various publications. She has made numerous TV appearances on such programmes as [The Podge and Rodge Show](#) and [Republic of Telly](#)

Salpa participated in the 2012 season of [Celebrity Big Brother](#) where she was the third housemate evicted. Salpa was listed 5th in [FHM's "100 sexiest women"](#) poll in 2012 and increasingly featured in the magazine including on covers of the French, Czech and Indonesian editions.

Georgia currently has a total following reach on social media as of February 2018 of 1,857,000 followers.

- Instagram- Total followers of 334,000 K
- Facebook- Total followers of 1.264m
- Twitter- Total followers of 259,000 K

She is best known as an ambassador for Gold Fever Hair extensions - <https://www.goldfever.com/index.php/en/>



