

Real people are the new celebrities

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'Eljelou' is a new magazine where the stars are everyday people. The design of the magazine is very similar to a well-known international magazine devoted to the rich and famous, except that 'Eljelou' is devoted to lives, holidays and weddings of normal people.

Why it matters

TV shows like Big Brother have shown how popular 'reality' can be. Is this the beginning of the end of celebrity culture?

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