



DECORATE
with
CHAR

OUR STORY

WHAT WE DO

At DECORATE with CHAR, our commitment extends beyond mere decoration. We intricately conceptualize, design, and flawlessly implement the décor requirements for your projects spanning nationally, across Africa, and beyond. With a dedicated and personalized approach, DwC consistently surpasses client expectations, delivering unique ideas, quality workmanship, and memorable installations.

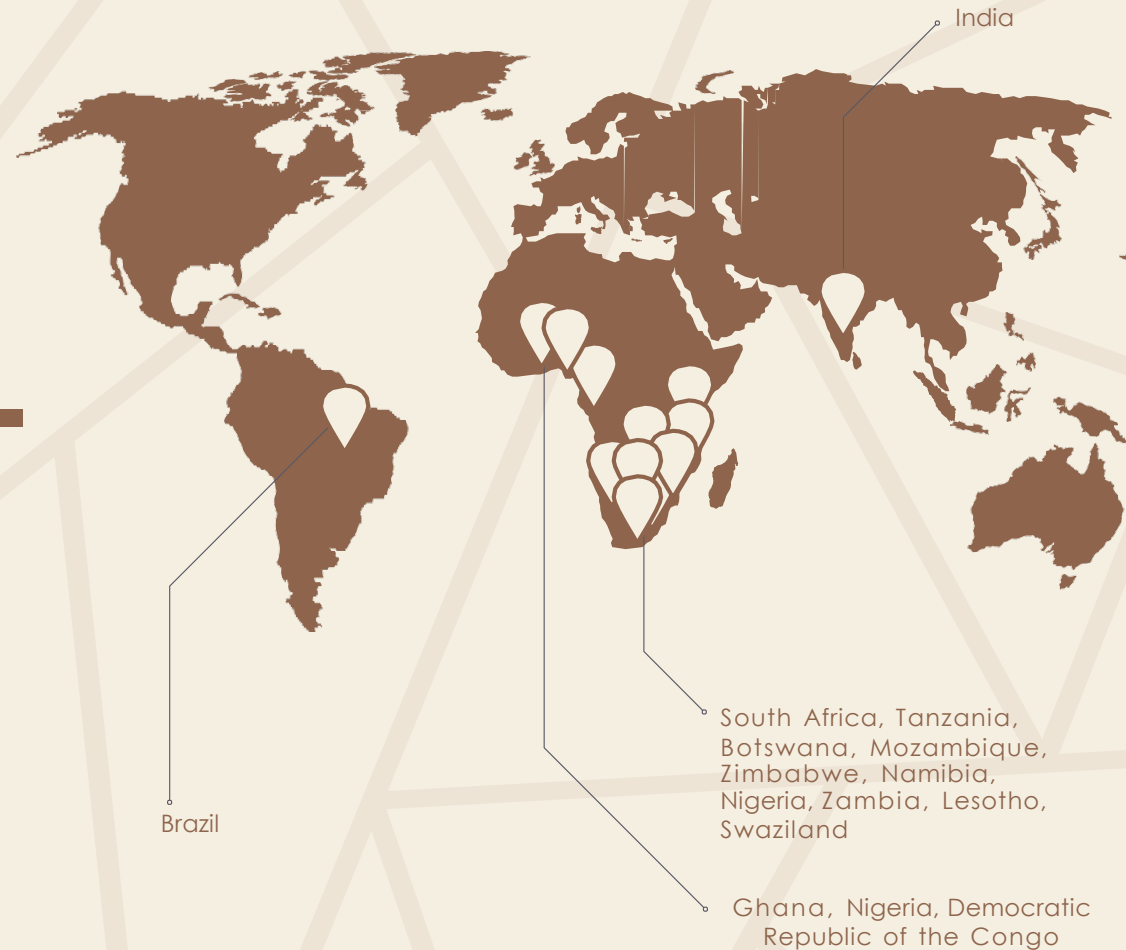
GLOBAL FOOTPRINT

DwC's artistic influence extends from South Africa to vibrant international destinations like India, Brazil, Tanzania, Botswana, Mozambique, Zimbabwe, Namibia, Nigeria, Congo, Zambia, Lesotho, Ghana, and Swaziland. Each project is a canvas reflecting our boundless creativity.



Global footprint

Across borders and horizons, our creative journey unfolds on a global stage. Infusing each project with unwavering dedication, we intricately design décor solutions that harmonize our clients' vision with international aesthetics. From concept to execution, our commitment transcends geographical boundaries.



Memory lane...

Highlights

Charmaine embarked on her journey in the event décor industry in 1997. Among **IMAGINEERS'** inaugural projects was the design and manufacturing of the **STAR** flame for the **All Africa Games**. The team also crafted various stage set pieces for the opening ceremony, seamlessly extending their expertise to include gala dinners and cocktail events. Following the triumph of this prestigious endeavor, Charmaine's company earned the esteemed task of installing décor for the **3 Tenors** during their South African performance in 1998/1999.

IMAGINEERS was awarded the contract for **Future Britain**, a distinguished exhibition hosted at the old Electric Workshop in Johannesburg in November 1999. The **1999 Rugby World Cup** witnessed the company's ingenuity as they designed and manufactured the South African team's distinctive space suits, along with the creation of the captivating "Spaceship" that catapulted them to Wales. Moving into the new millennium, IMAGINEERS secured the décor contract for the launch of **Orapa Mine** in Botswana in **the year 2000**.

In **2002**, the company attained the title of Interior Decorator for the **World Summit on Sustainable Development**. Throughout this project, **IMAGINEERS** not only designed and manufactured feature décor pieces for the **Ubuntu Village** but also served as consultants to the **Japanese Embassy**, addressing all their specific requirements.

2006, A name change to CME DÉCOR SPECIALISTS. **CME** earned distinction by securing the décor contract from **Colin Cowie Lifestyle New York (CCL)**, forming a partnership for the **Oprah Winfrey** events hosted at Sun City. This collaboration encompassed a spectrum of occasions, from private dinners and Christmas lunch to cocktail events and her celebrated New Year's Eve gathering. Building on this success, CME played a pivotal role in the grand opening of the **Oprah Winfrey Leadership Academy for Girls** in Johannesburg.

In 2008 **CME** forged another impactful partnership with **CCL**, this time for the **Grand Opening** of the **One & Only** in Cape Town and the PSL events in both Cape Town and Johannesburg. Simultaneously, **CME** secured design and manufacture contracts for the **Artes Mundi** stand in Brazil, collaborating with the **Department of Arts and Culture** in tandem with local Brazilian entrepreneurs.

In **2010**, **CME** secured another notable achievement by winning the décor contract from **7th Sense** in conjunction with **SONY International**. This collaboration involved the design and manufacturing of décor pieces for five of the **2010 FIFA World Cup** soccer stadiums. Additionally, **CME** showcased its expertise by designing and decorating the cocktail and gala dinner events that marked the conclusion of the tournament in Cape Town.

Memory lane...

Highlights

2011

CME played a pivotal role in events such as the **Sasol Badger Awards**, **Sasol Diamond Awards**, **Sasol Long Service Awards**, and **Tri-Nations** events in Port Elizabeth.

2012

CME was honored to secure the décor contract from **Netcare** for their prestigious year-end event.

2013

CME continued its success in earning the décor contract from **Sasol** for the **Sasol Cluster Awards** and the **Wax Year-End Awards**. This year also marked collaboration with **Colourworks** on notable contracts, including the **Old Mutual Excellence**, **Old Mutual Green Light**, and **Old Mutual Volunteerism awards** in Cape Town.

2014

CME continued to shine, securing the décor contract for the **First National Bank Leadership Conference** by **The Production Hub**. The same year brought another achievement as CME earned the décor contract for the **Vodacom CEO Awards**.

2015

CME's involvement in **Meetings Africa**, hosted at the **SCC**, and the **AFKOM Conference** for **SAP** in collaboration with **Whacked Management**.

2016

CME achieved distinction by winning the contract for the glamorous **Bill Gates** event by **Stephen Falcke**. The year saw CME's extensive reach across the continent and the globe, partnering with Belinda of **Whacked Management** for **First National Bank** events in multiple locations, including Johannesburg, Cape Town, Pretoria, Namibia, Lesotho, Swaziland, Botswana, Mozambique, Tanzania, India, and Ghana. CME also managed the décor requirements for **Cars.co.za** and **The Gathering** for the same event company.

2017

CME marked another significant year by securing a décor contract for a **destination wedding** in Cape Town in collaboration with **CCL**. Additionally, CME had the privilege of working with **Werksmans** on their year-end event and designing and installing the **SAP AFKOM** conference at Sun City. Collaborating with **IDNA** in Cape Town on the **Green Building Conference** proved to be a rewarding experience for the CME Team. The year was further enriched with the design, manufacturing, and installation of various events for **The Squad Creative Events**.

2018

CME continued to excel, securing the décor and furniture contract for **Cars.co.za** by **OGO Productions**, as well as **The Gathering** for the same year. **Danzit Productions** entrusted CME with the décor contract for a beautiful **destination wedding** at **Groot Constantia**. **The Green Building Conference** in Cape Town achieved great success. **The Squad Creative Events**, along with various events for **SAP** and other clients, kept CME busy and on their toes throughout the year.

Memory lane...

Highlights

2019–2020

In collaboration with **The Squad Creative Events**, CME had an exceptional 2019. The year brimmed with excitement as we designed, manufactured, and installed numerous events in Johannesburg and Cape Town for the fabulous **Squadron Leader Kelly** and her team.

Creative Concepts kept us on our toes with several large-scale events for **Coca-Cola** in Johannesburg and East London.

Zebra Square recognized our capabilities, awarding us manufacturing contracts for their high-end clients.

CME played a crucial role in the **Cars.co.za** contract, bringing joy and creativity to the project in collaboration with **OGO Productions**.

Fizz Marketing entrusted **CME** with several décor contracts for their corporate clients, while **Flint & Tinder Events** contracted us to create and install fabulous décor for their 2019 events. **Scatterlings** sought **CME's** expertise to design and install several events for the **Africa Leadership Academy**.

To conclude the year, **CME** was contracted to create a beautiful destination wedding with Danzit Productions.

As we transitioned into 2020, collaboration continued with **OGO Productions**, working on contracts for

Cars.co.za, along with several other events for **Fizz Marketing**,

CS Events, **Multi Media**, **The Squad Creative Events**, **MST Holdings**, **Lucidity**, and **Flint & Tinder**

Events in Johannesburg and Cape Town.

Memory lane.....

A Symphony of Style: The Decorate With Char Saga

A new era unfolded with **Decorate With Char** in November 2020.

Each design is a brush-stroke of creativity. Join us on a journey where every detail tells a story

Listed are a few events we have had the privilege to work on:

The Squad Creative Events: Novo Nordisk Conferences, Momentum Leadership Conference.

Worx Group: Liberty BIG Conference

Fizz Marketing: Microsoft, Avon, Justine, Maersk and RMA to mention a few

Off Limit Communications: Coca-Cola, Schweppes, FIFA 2022 Road Show, Valpre Launch, and branded photo walls

OGO Productions: The Gathering, VW Conference in Stellenbosch.

Danzit Productions: UK Destination Wedding

Phoenix & Fox: Tiger Brands Road Show

Matriarch: PWC 2022 Conference in Sun City and Miss Soweto 2021, 2022 and 2023 with several activation and exhibition spaces in Cape Town, Johannesburg and KZN, pepsicopositive Expo in Cape Town and Johannesburg.

Dalani Marketing: Gijima Golf Day, Luncheon at The Westcliff, HPE Festival, Veeam Conference and HPI Cocktail event.

ONWARDS AND UPWARDS...

Table treatment and styling



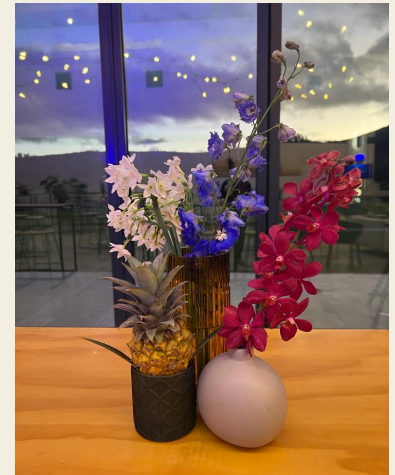
It's all in the detail...and a little bit of fun!

Floral installations



It's all in the detail...

Conference and cocktail space



Conference and lunch space



Corporate Festival



*Talent is good.
Practice is better.
Passion is best.*



Taste menu spaces



*Talent is good.
Practice is better.
Passion is best.*



Golf Day



It's not my job, it's my passion.



Styling



Branded Spaces



Glamour



Photo opportunity



Social Outreach

Extending our impact
beyond Event Spaces



Social Outreach



While visiting schools in 2021 one I came across a need in the community for an outdoor activity for the children's break time. In the pictures alongside, you can see one of the Dads painting the quad with his Little Helper and the learners enjoying the various activities once completed.



Other forms of social outreach I have been involved in include donating catering equipment to a local primary school in Soweto and handmade dog blankets to the SPCA. During COVID I donated gym equipment to Rock Solid Gym, a start-up gym in a low-income area of Johannesburg.

Forming part of a group passionate about community service, *Live Life Always*, we regularly meet up to clean the streets of the Fourways neighbourhood in Johannesburg.



Lastly, DwC makes regular financial contributions to the Little Bricks Children's Charity, the World-Wide Fund for Nature, Woodrock Animal Rescue and Cotlands, an organization passionate about ECD initiatives.

TESTIMONIAL

I have had the pleasure of working with Charmaine for many years, this is my personal and professional endorsement of Decorate with Char, she is an outstanding supplier and now friend to theSQUAD Creative. She always goes out of her way to make sure that everything she does with us is done with creativity and flair. Not only am I confident with her expertise and creativity in all aspects of styling and décor I also know that when the proverbial is going to hit the fan I can pick up the phone and Charmaine and her team will be there to support us. Since my earliest involvement with Charmaine, I have found her work to be world class. She always takes the idea makes it better and runs with it, and I know that she will deliver on time and within budget. It takes a lot of trust in this industry and when you can say that someone has your back, you are lucky – and I know that she has my back. Charmaine has always been fair, courteous and above all, professional and creative in every aspect of her work. She is my go-to!

Kelly McGillivray | theSQUAD Creative

*Always deliver more
than expected...*

GET IN TOUCH &
LET'S START PLANNING
YOUR NEXT EVENT.



DECORATE
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CHAR

CHARMAINE ELLIOTT



Chardecorate@outlook.com



064 536 3662



Johannesburg: 25 Chrisoliet Street, Jukskei Park, Fourways
Cape Town: 30 Newlands Road, Claremont

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- DECORATE with CHAR (Pty) Ltd
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