



DECORATE  
with  
CHAR

OUR STORY

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## WHAT WE DO

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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

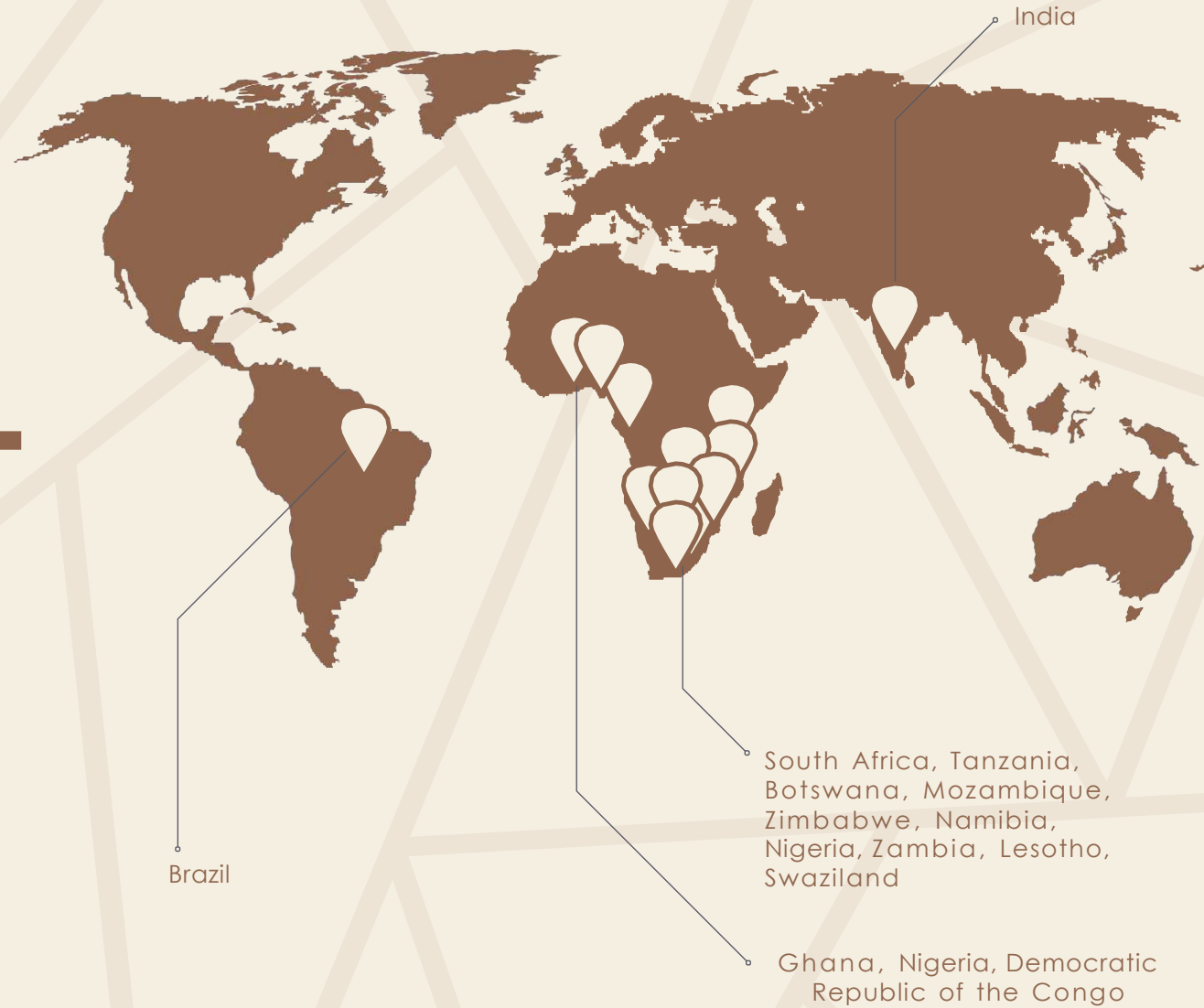
DwC's artistic influence extends from South Africa to vibrant international destinations like India, Brazil, Tanzania, Botswana, Mozambique, Zimbabwe, Namibia, Nigeria, Congo, Zambia, Lesotho, Ghana, and Swaziland. Each project is a canvas reflecting our boundless creativity.



## Global footprint

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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.

**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.....

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## 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.

Memory lane.....

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## A Symphony of Style continues....

Listed are a few events we have had the privilege to work on in 2024...

Accenture road show and Microsoft Taurus on Demand in Cape Town with FIZZ MARKETING and many others throughout the year.  
Cultural pods for Unilever KZN, Sasko Conference and Diner in Cape Town, Unilever Exhibition at Zimbali, Unilever 2024 Taste Menu's in KZN,  
Johannesburg and Cape Town with Matriarch SA.

Dove Conference in Cape Town with Out the Box Productions,.

Boehringer Ingelheim Scientific Exchange Forum 2024 with Shift Ideas in Pretoria and The Boehringer Ingelheim NexGard Conference in  
Cape Town, Johannesburg and Pretoria.

The Gathering in Cape Town with OGO Productions and Maverick.

African Bank GEC Africa and the Old Mutual Spectrum of Success Awards in Cape Town with The Squad Creative.

HP Festival in Stellenbosch with Dalani Marketing.

PEPSICO Activation at the American Consulate with Matriarch SA.

P&G Conference and Adcock Ingram events with Source Solutions.

2025 we have hit the ground running!

3 day conference set up with The Squad at the beautiful area of Franschoek in the Cape followed  
by a gorgeous installation at Caba Beach Club for Dalani Marketing.

ONWARDS AND UPWARDS...



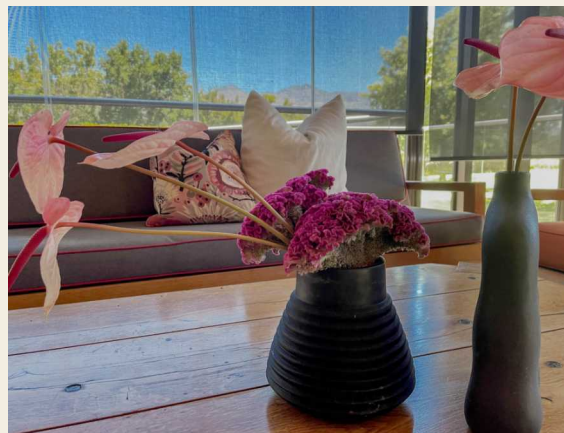
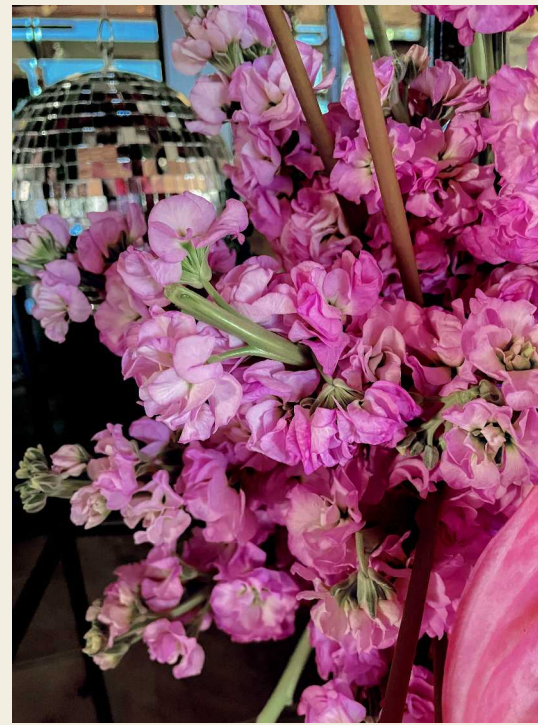
# Table treatment and styling



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



# Vibrant gala dinner



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



## Outdoor table treatment and styling

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



## Various styles of conference seating

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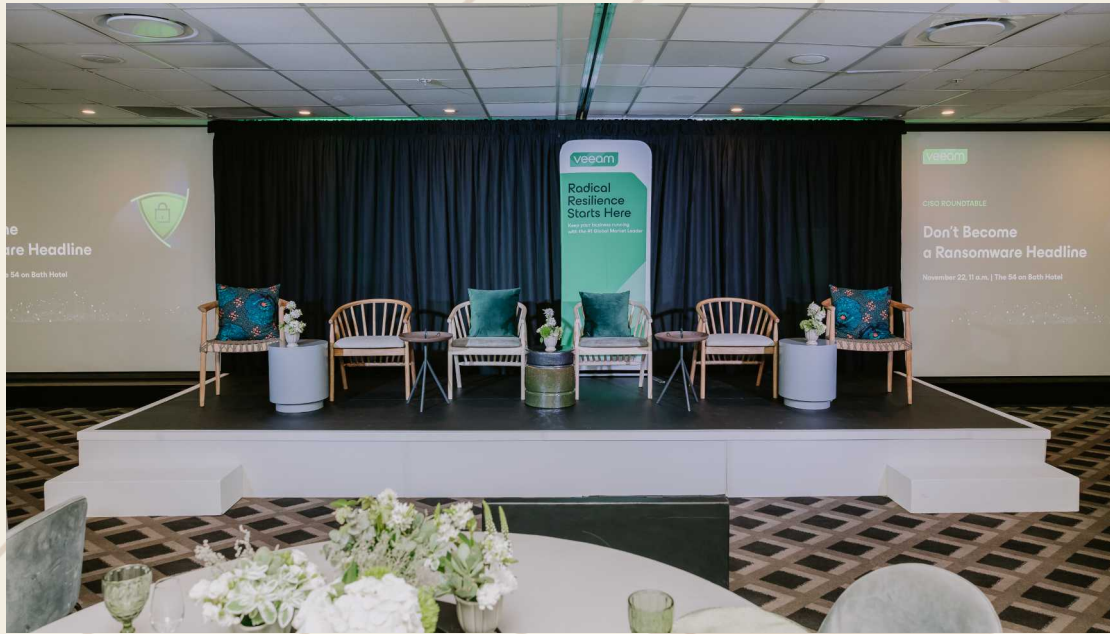
# Outdoor conference seating

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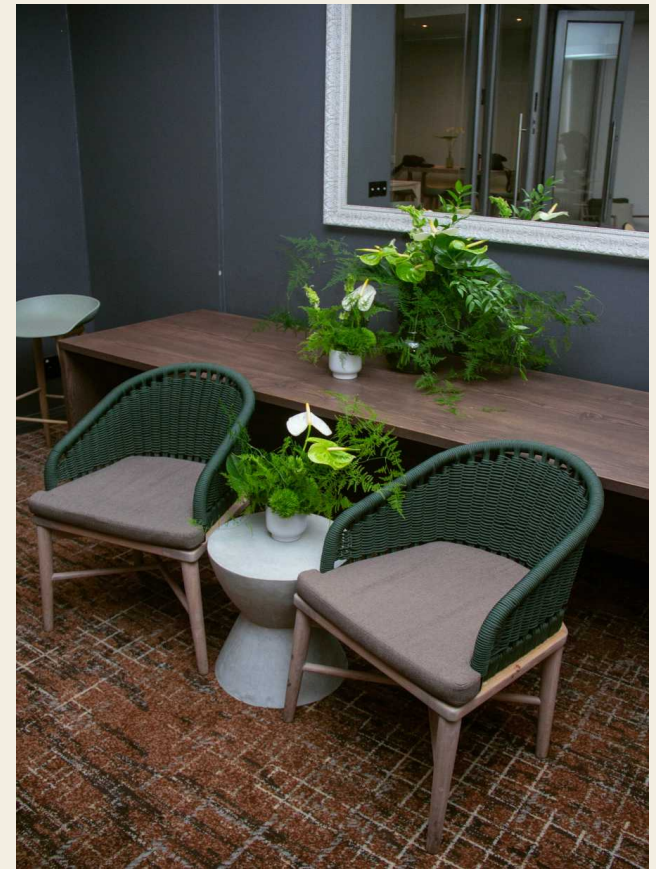


# Conference and lunch space





# Network seating





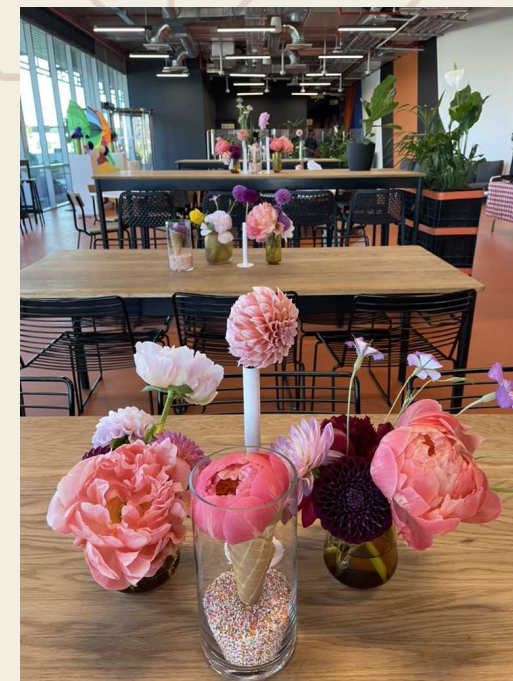
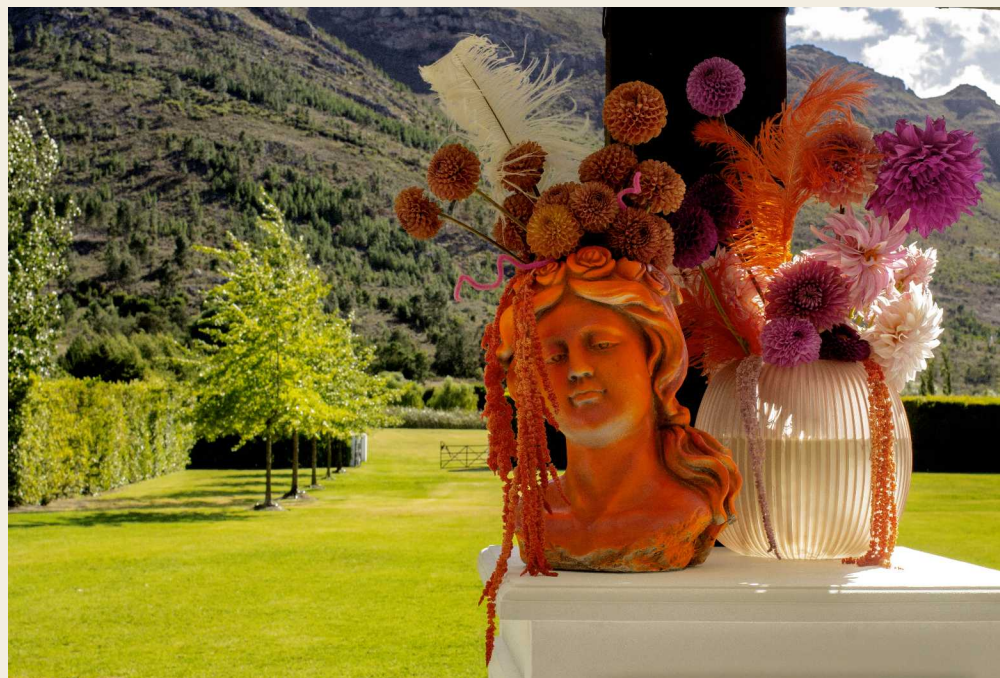
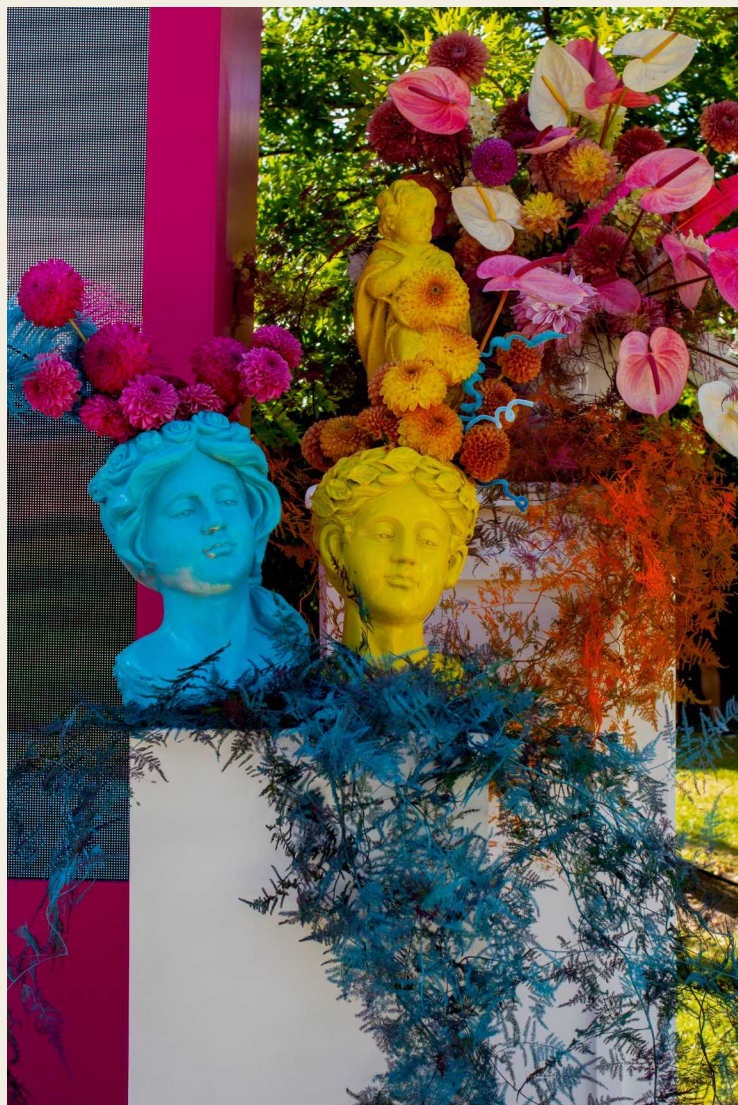
# Botanical and floral installations



*It's all in the detail...*



# Botanical and floral installations



*It's all in the detail...*



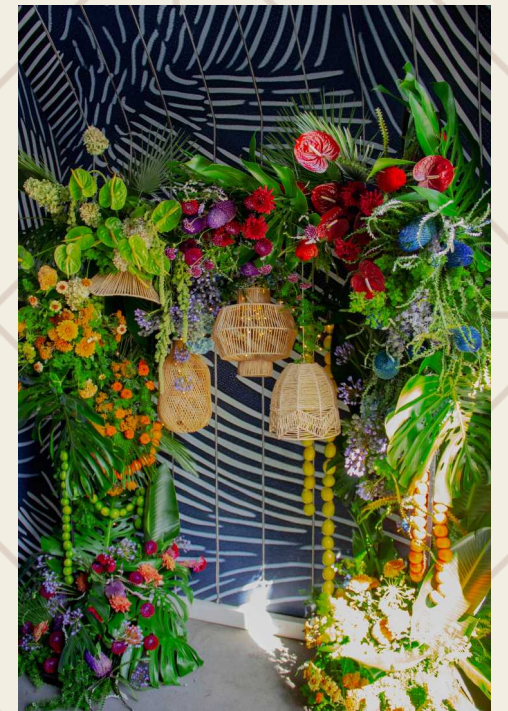
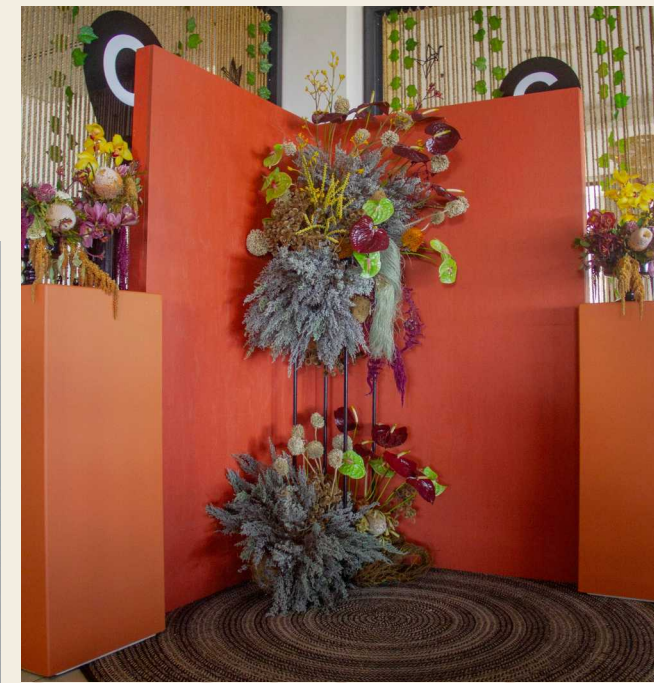
# Installations and styling





# Photo Opportunity: Everyone loves a snap

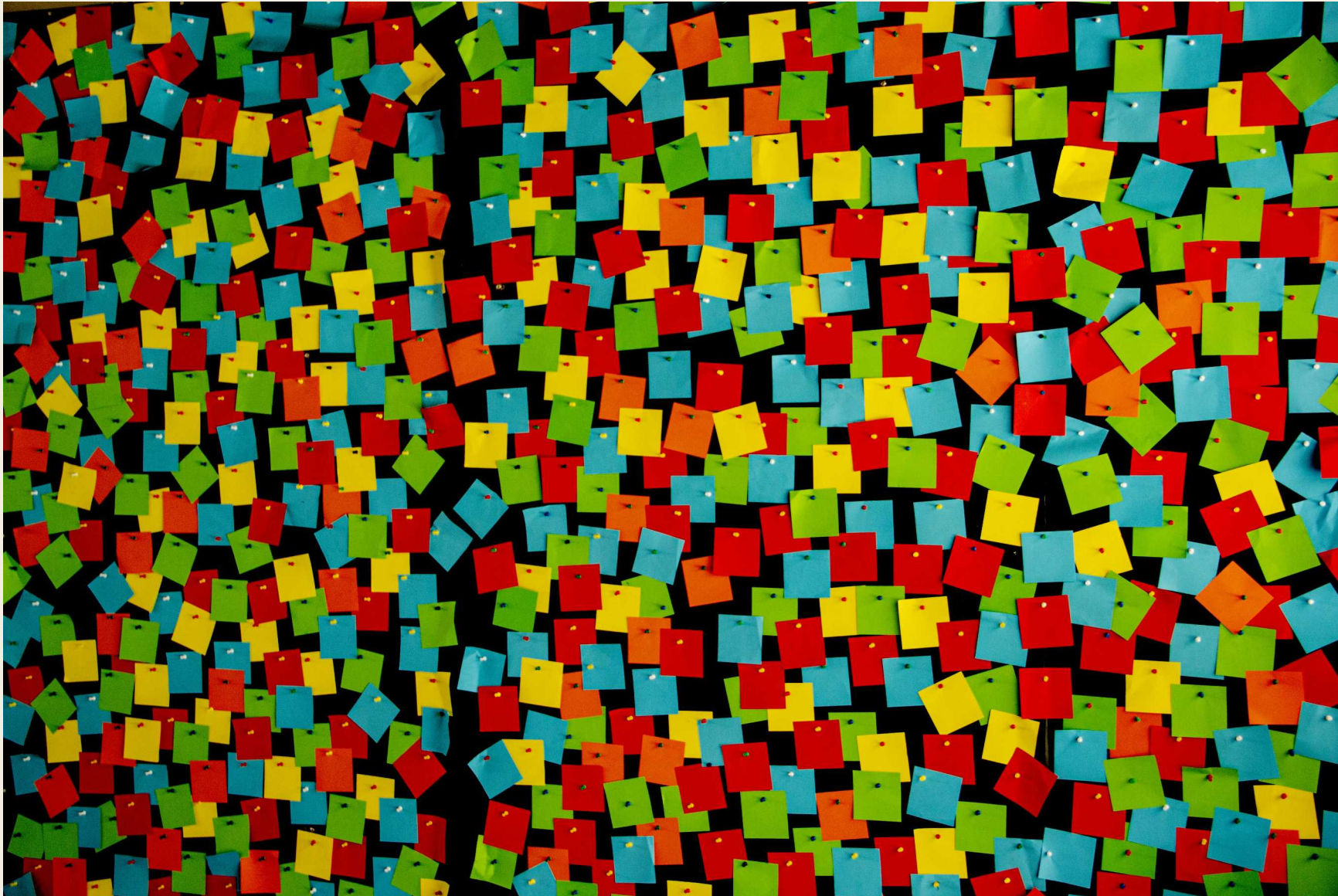
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## Photo Opportunity: Everyone loves a snap

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## 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 Brinks Children's Charity, the World-Wide Fund for Nature, Woodrock Animal Rescue and Cotlands, an organization passionate about ECD initiatives.

## TESTIMONIAL

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I've had the pleasure of collaborating with Decorate With Char for numerous years. Together, we orchestrated several successful events in 2023, including the HPE Festival, the Veeam CISO Round-table, and the Gijima Charity Golf Day. Whether it's a sophisticated golf day, a memorable year-end party, a seamless corporate event, or an engaging festival, Decorate With Char possesses a remarkable ability to bring their creative vision to life, transforming ordinary spaces into extraordinary experiences. What sets Decorate With Char apart is their meticulous attention to detail and hands-on approach. Their proposals are consistently both imaginative and comprehensive, showcasing a keen understanding of the latest trends and a continuous supply of fresh, innovative ideas. Decorate With Char consistently goes above and beyond, dedicating themselves fully to both small and large events. This unwavering commitment not only demonstrates their professionalism but also makes every client feel truly valued.

**Marija Spasevski | Dalani Marketing**

*Always deliver more  
than expected...*

## TESTIMONIAL

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I have had the great pleasure of working with Charmaine for the past twelve years on numerous projects, including the opening of the Oprah Winfrey Girls Academy, New Years at The Palace of the Lost City, the opening of the One & Only Hotel in Cape Town in 2008, and most recently, a private destination wedding for a New York client at Boschendal in November of 2017.

Every project I work on with Charmaine has been a huge success. Her ability to take the creative direction and ideas for the event and turn those into reality is nothing short of outstanding. I am consistently impressed by the craftsmanship of her work and her ability to be flexible and find creative solutions for any budget we bring her. During past events, she was able to secure unique pieces that we had requested when other vendors were unable to do the same. She has a fabulous handpicked staff that is incredibly competent and eager to make each event spectacular.

**Colin Cowie | Colin Cowie Lifestyle | New York**

*Always deliver more  
than expected...*

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

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DECORATE  
with  
CHAR

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