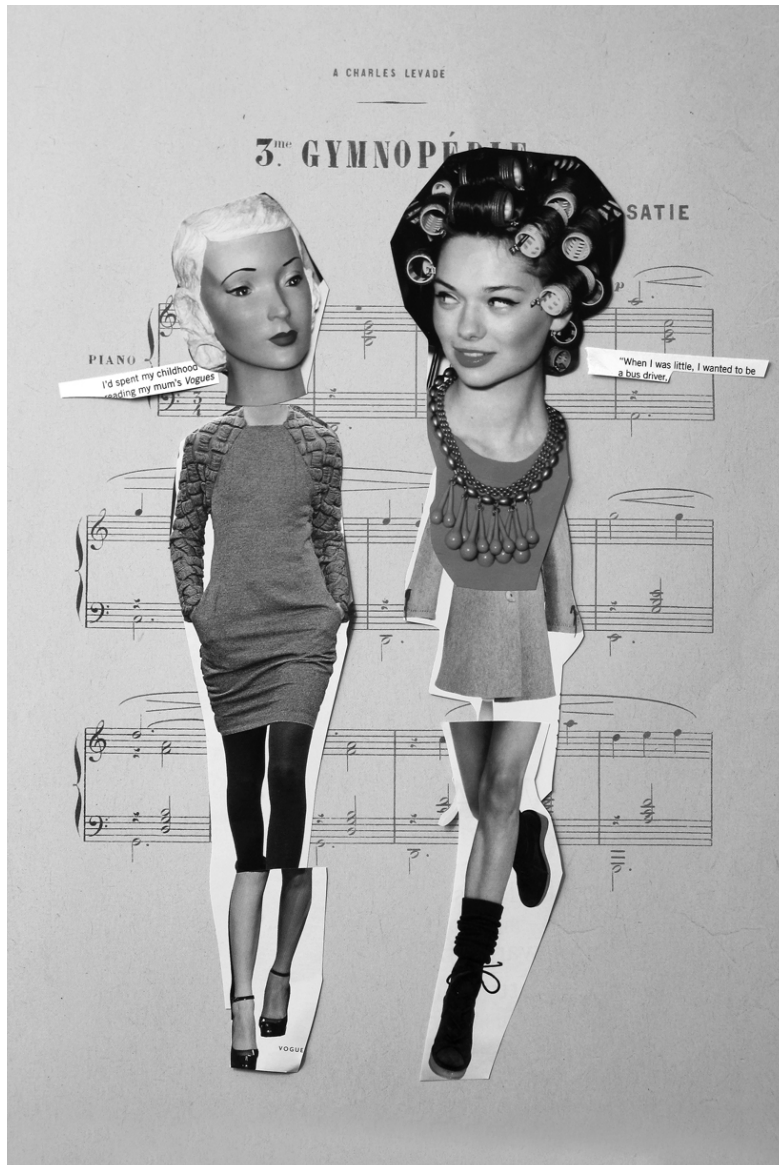


VISUAL CENTRAL

3-DAY VISUAL

MERCHANDISING

WORKSHOP



VISUAL CENTRAL COURSE INFORMATION

DATES	31st of May - 2nd of JUNE 2017 (Application deadline: 19 MAY 2017)
TIME	9am - 4pm
VENUE	VM Central, 170 Albert Road, The Woodstock Foundary, Woodstock, 7925
COURSE FEE	R 4 200
CONTACT	sanet@vm-central.com, 021 447 1421
CONTENT	<p>DAY 1: The importance of VM Basic VM Principles Theory + Practical We look at the role of VM and how important it is in retail industry, as well as study the 10 basic visual merchandising principles. To get a full understanding of each principle, we cover theory and do lots of practical exercises in the studio.</p>
	<p>DAY 2: Planning and prepping a window Designing and dressing a window Each group will receive a creative brief with materials and props to aid them in designing and implementing a window</p>
	<p>DAY 3: Merchandising displays Fashion and Mannequins Styling and Grouping Critiquing your window to get the best result. we work with the importance of dressing and fashion styling and how to get the best out of your mannequin with considered grouping.</p>

SANET COETZEE & RUPERT SMITH

SANET COETZEE – Sanet Coetzee is the former head of Visual Merchandising at Southern Africa’s leading retailer, Woolworths. She is an internationally recognised Visual Merchandising expert, and is the owner of VM Central.

RUPERT SMITH – Rupert Smith is a retail design specialist and the owner of Olive Studio and interior décor store o.live. He has over 20 years’ Visual Merchandising experience with leading South African retailers. Rupert lectures and consults at VM Central.

VM CENTRAL use industry experts as guest lectures to facilitate certain parts of the programme.

SANET COETZEE
sanet@vm-central.com

RUPERT SMITH
rupert@vm-central.com

VM WORKSHOP REGISTRATION FORM

Name _____ Surname _____
ID number _____ Birth date _____
Mobile number _____ e-mail address _____
Postal/physical address _____ Postal code _____

City _____

Do you have any VM work experience?

YES _____ NO _____

If yes, then please fill in the following ...

Retailer _____ years _____ months _____

Retailer _____ years _____ months _____

Retailer _____ years _____ months _____

Small business years _____ years _____ months _____

Freelance _____ years _____ months _____

Is your work experience/interest mainly in ...

FASHION _____ HOME DECOR _____

Do you have any other relevant work experience?

COST OF WORKSHOP: R4 200

Electronic transfers and direct deposits can be made into the VM Central & Olive Studio account and reference with your name. Bank: fnb / Account number: 62361048450 / Branch code: 201509. To enroll, please fill in the registration form above and return it via e-mail. Please note that a deposit of 50% of the workshop fee must accommodate your registration form.

Applicant signature _____ Date _____

Please e-mail proof of payment to: SANET@VM-CENTRAL.COM