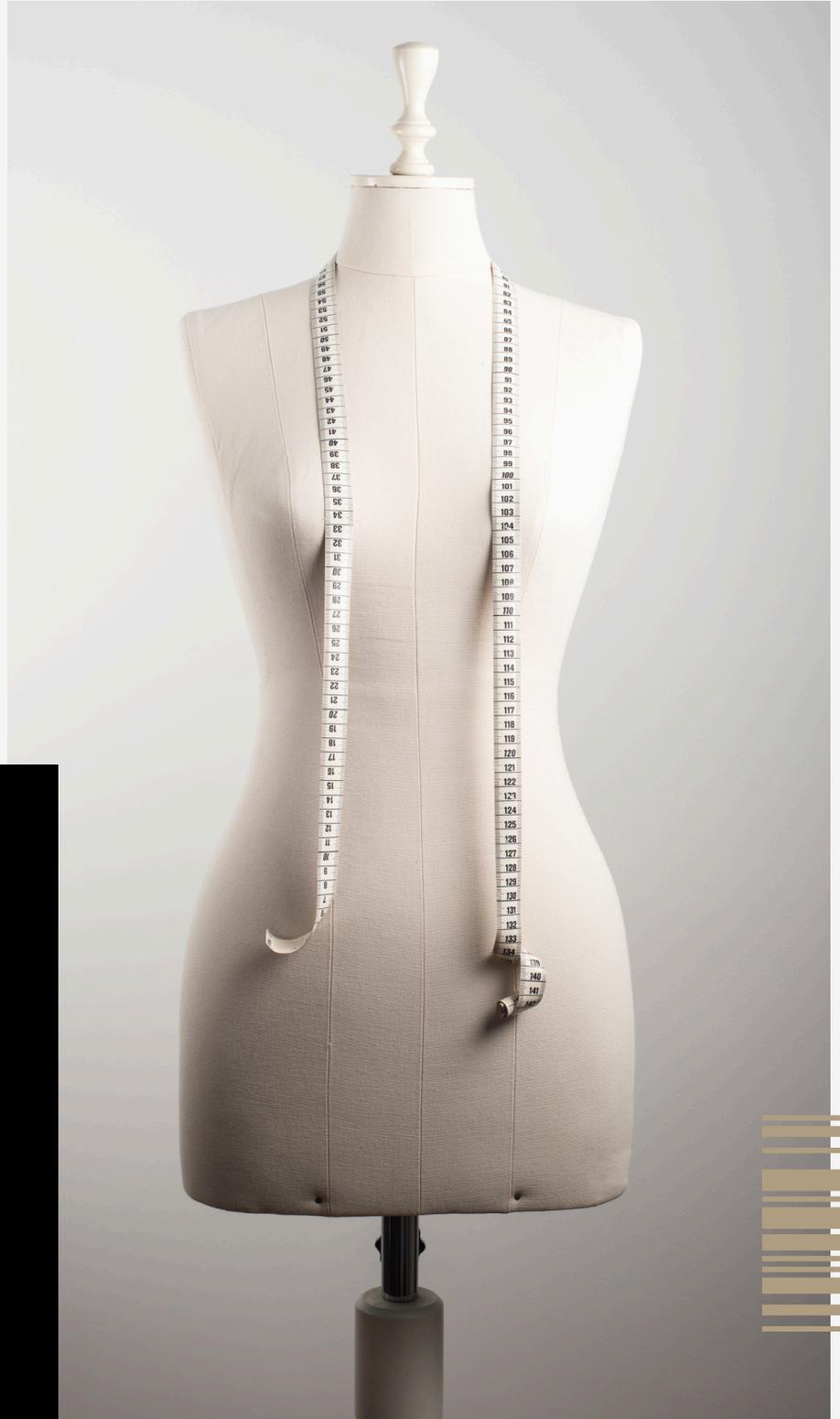


# FUSION

THE FUSION PROJECT | COUTURE ARTISAN TRAINING PROGRAM

MASTER THE  
NOBLE ART OF  
HAUTE COUTURE

A training program  
rooted in the noble  
principles of haute  
couture,  
emphasizing  
authenticity and  
excellence.





**HERE WE CREATE  
WEARABLE ART™**

**Are you a creative individual with a deep-seated desire to become a clothing designer, but find conventional sewing classes uninspiring?**

Our Couture Artisan Training Program is crafted specifically for you. We believe that the essence of true design lies in noble craftsmanship, a commitment to producing work that is not only aesthetically pleasing but also imbued with values that elevate it beyond the ordinary.

With a deep belief in capturing the essence of a person in my designs, I strive to deliver quality garments with an immaculate fit. My expertise and passion for couture are the driving forces behind this program, ensuring that every student not only learns the art of couture but also the values of excellence and authenticity.

Join us on this journey where creativity knows no bounds and craftsmanship is revered.

*Charlene Sauerman*

*"I don't design clothes.  
I design dreams."*

- Ralph Lauren -





Welcome to our Couture Artisan Training Program, where creativity knows no bounds and craftsmanship is revered.

We believe that everyone, regardless of age or skill level, has the potential to create stunning designs.

Our program offers a unique platform for aspiring artisans to master the noble craft of haute couture through personalized, one-on-one coaching and tailored guidance.

Here, your creative dreams are transformed into tangible works of art, blending tradition with innovation.

***“IF IT CAN BE IMAGINED,  
IT CAN BE CREATED”***

The Artisan Couture Training Program is presented by Charlene Sauerman, a South African designer based in Cape Town. Charlene completed her studies at CPUT in 1987 and has ever since been designing bespoke outfits and event wear in the industry. She has dressed top celebrities such as Celine Dion, Miss SA - , Miss World - and Miss Universe contestants, influencer and TV presenter Minki van der Westhuizen, style mentor Marilize de Clerq and Alicia Buckle, owner of one of the most sought after makeup schools in the country.

You will be guided through the process of creating your own small collection from concept to final product, presented at our annual catwalk showcase.



## WE OFFER:

### **Noble Craftsmanship:**

Our program is rooted in the principles of haute couture, emphasizing authenticity and excellence. You will learn to create designs that are true to your vision and aspirations, ensuring each piece is a testament to your dedication to high standards.

### **Expert Guidance:**

Led by Charlene Sauerman herself, a mentor with a wealth of experience and a compassionate approach. Her personalized coaching ensures you receive the support and encouragement needed to thrive.

### **Timeless Creations:**

Unlike fleeting trends, our program focuses on creating timeless and captivating pieces. You will develop your unique style, producing garments that reflect your inner artistry and bring a touch of loveliness to the world.

### **Ethical and Sustainable Design:**

In a world of fast fashion, we emphasize virtuous design. Our training covers sustainable practices, ethical sourcing of materials, and the importance of creating fashion that respects both people and the planet.

### **Praiseworthy Achievements:**

From your first sketch to your final runway-ready piece, every step is a milestone worth celebrating. Our program ensures you develop the skills to excel and the confidence to present your work with pride.

### **Personalised In-Person Coaching:**

This in-person program provides hands-on, tailored guidance to make your vision a reality. You will receive direct advice and coaching to turn your creative dreams into tangible, stunning designs.

### **Open to All Ages:**

We welcome creatives of any age, whether you're a young aspiring designer or someone looking to fulfill a lifelong dream. Our program is designed to nurture your passion for couture at any stage of life.

### **Legacy of Excellence:**

As an initiative of Charlene Sauerman Couture, established in 1994, our program carries the legacy of a brand known for capturing the essence of a person in its designs and delivering quality garments with an immaculate fit.

## Module 1

# MOODBOARDS & TECHNICAL DRAWINGS

Mastering the noble art of Haute Couture



# MODULE 1: OVERVIEW

This module introduces students to the creative process of building mood boards, an essential tool for capturing the aesthetic and emotional tone of their design projects. Students will learn how to create detailed technical drawings, which are crucial for translating imaginative concepts into precise, workable designs.



# Module 2

# TEXTILES

Mastering the noble art of Haute Couture



# MODULE 2: OVERVIEW

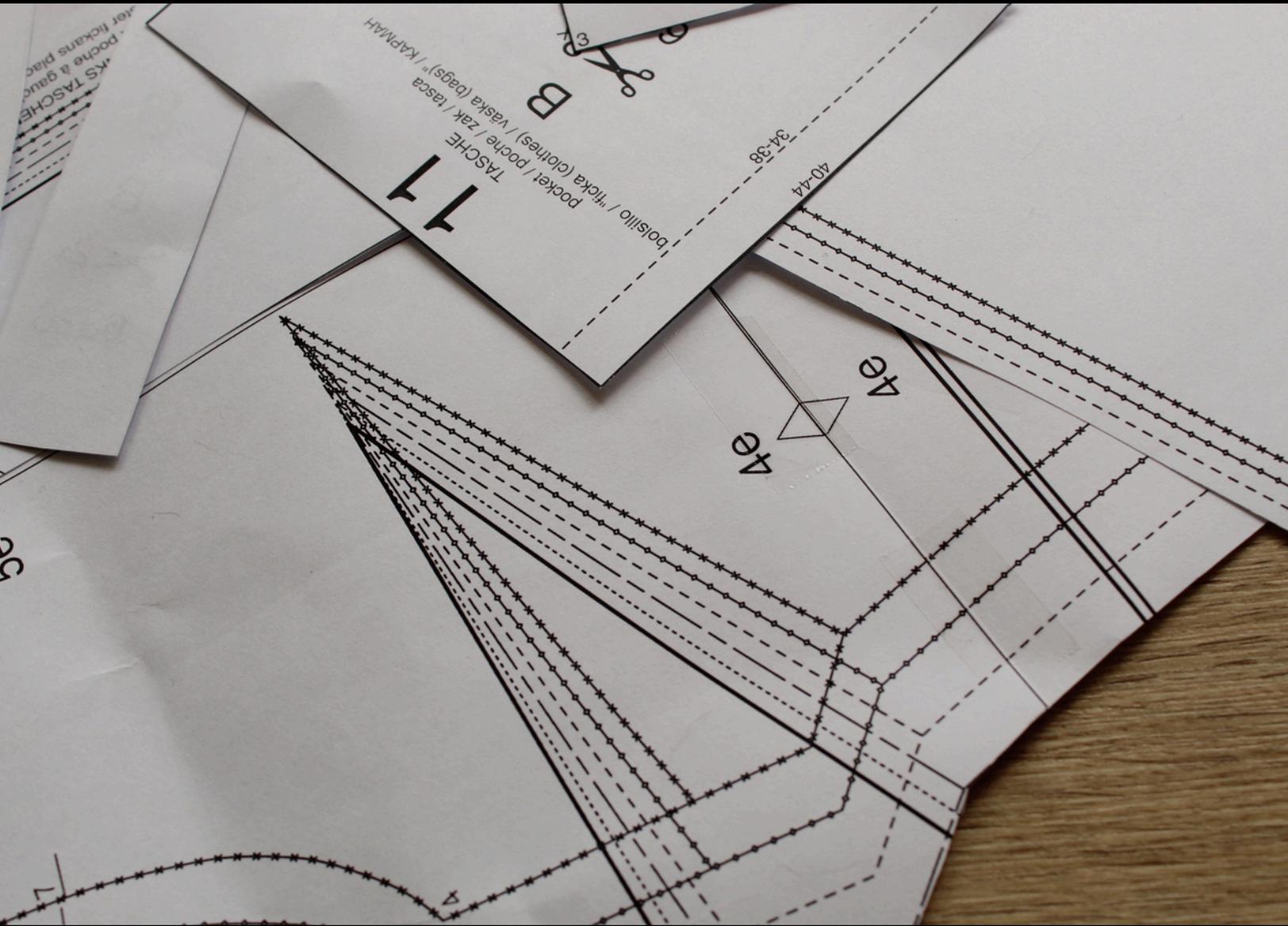
In this module, students will explore various fabrics, their properties, and how they interact with design elements. They'll gain hands-on experience with different materials, learning how to select the appropriate fabric for each design to achieve the desired effect and quality.



# Module 3

# PATTERN CUTTING

Mastering the noble art of Haute Couture



# MODULE 3: OVERVIEW

Precision in pattern cutting is vital for creating high-quality couture garments. This module covers the fundamentals of drafting, adapting and cutting patterns. Students will learn to create patterns from scratch, adjust existing patterns, and ensure that each piece fits together perfectly, setting the foundation for impeccable garment construction.



# Module 4

# GARMENT TECHNOLOGY

Mastering the noble art of Haute Couture



# MODULE 4: OVERVIEW

In this module, students will delve into the technical aspects of garment construction. They will learn about the machinery and techniques used in the industry, including sewing, pressing, and finishing methods. This knowledge is essential for bringing their designs to life with professional craftsmanship.



## Module 5

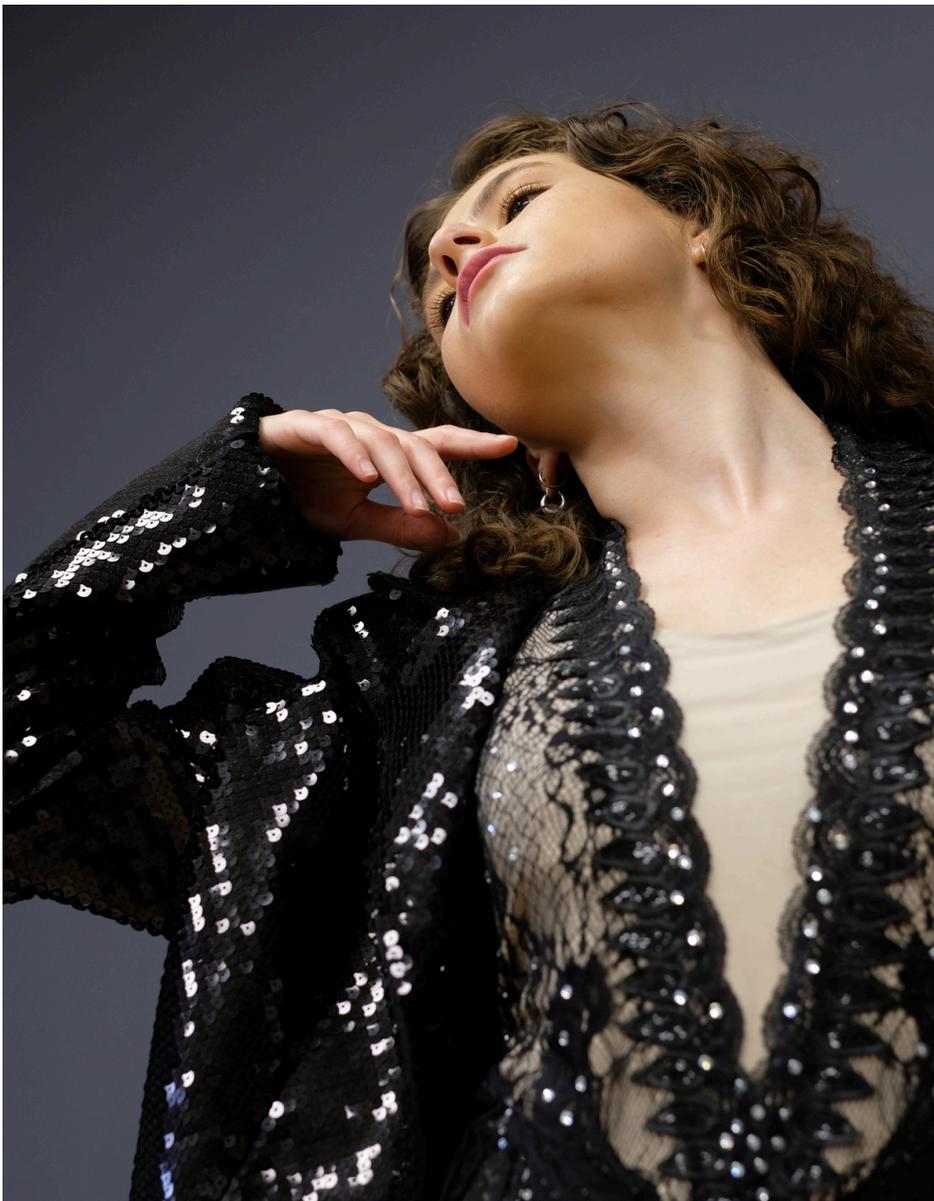
# EMBELLISHMENTS, STYLING, ACCESSORIES & PERSONALIZATION

Mastering the noble art of Haute Couture



# MODULE 5: OVERVIEW

Personalisation is key in couture. This module focuses on the art of embellishment, teaching students how to add unique details to their garments through embroidery, beading, and other decorative techniques. Additionally, students will learn about styling and accessorizing, enhancing their designs with complementary pieces that reflect their personal vision.



## Module 6

# PRODUCING YOUR SHOW COLLECTION

Mastering the noble art of Haute Couture



# MODULE 6: OVERVIEW

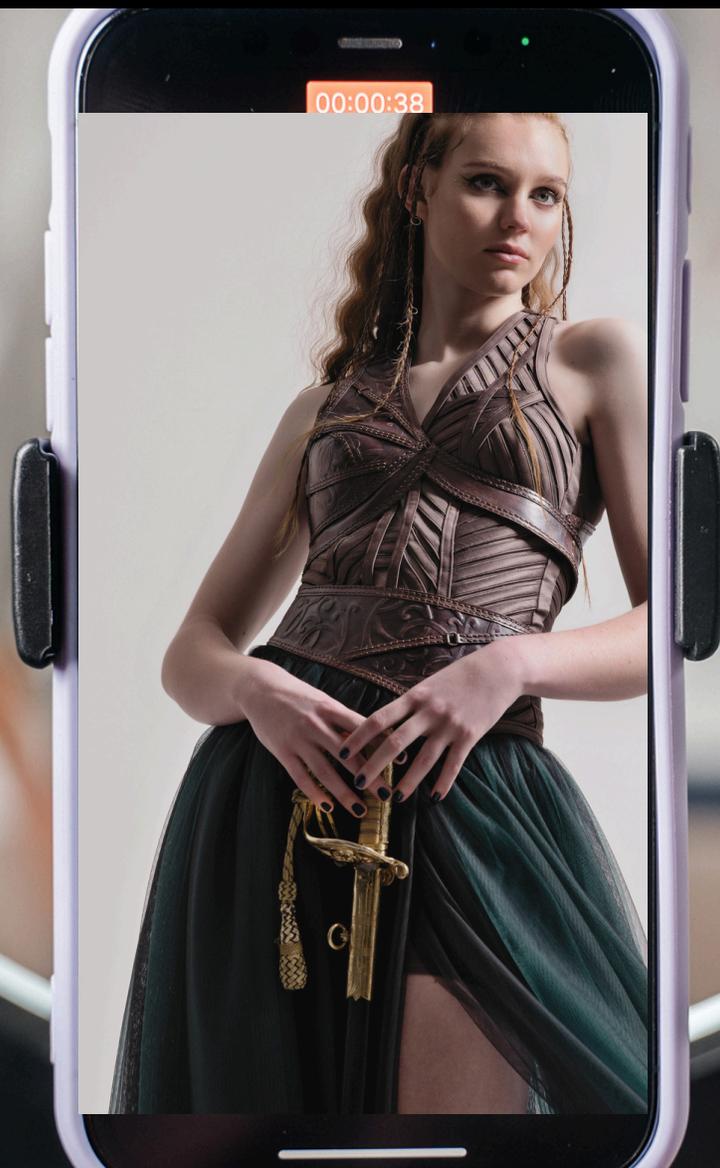
Bringing a collection to the runway involves more than just creating individual pieces. This module guides students through the entire process of producing a cohesive show collection. They will learn about theme development, garment coordination, and the logistical aspects of preparing for a fashion show, from fittings to final presentation.



# Module 7

# SOCIAL MEDIA PRESENCE

Mastering the noble art of Haute Couture



# MODULE 7: OVERVIEW

In today's digital age, a strong social media presence is crucial for success in the fashion industry. This module teaches students how to effectively use social media platforms to showcase their work, build their brand, and engage with their audience. Strategies for content creation, marketing, and online networking will be covered, ensuring students can leverage these tools to their advantage.





## STUDENT TESTIMONY

*Zoë Willems*

**"THE FUSION PROJECT HAS TRULY  
TRANSFORMED MY CREATIVE JOURNEY".**

"The Saturday Couture classes have become my happy place where I am inspired to bring to life all the pictures in my head.

The personalized, one-on-one coaching I receive is invaluable, allowing me to master the intricate techniques of haute couture. Charlene Sauerman's expertise and passion are evident in every session, and her dedication to excellence and authenticity has profoundly influenced my approach to design. I cannot be more proud of the Amazon Collection I created under Charlene's guidance.

The Fusion Project is not just a training program; it's a community where creativity knows no bounds and craftsmanship is revered. I am incredibly grateful for this experience and excited to continue growing as an artisan."

# CLASS DETAILS

Weekly 3 hour practical group classes on a Saturday

**Annual program with the flexibility to start the program any time during the year:**

## Phase 1

Module 1 - Mood boards and detailed technical drawings

Module 2 - Textiles including a group fabric field trip

## Phase 2

Module 3 - Pattern cutting

Module 4 - Garment technology

Module 5 - Embellishments, styling, accessories & personalization

**Booster Workshops will be arranged throughout the year**

**Venue:** 16 Cornwell Street, Oakdale, Bellville.

# PRICING

**Annual Registration Fee**

**R400**

**Monthly Fee**

(payable in advance on or before the 1st of each month)

**R1800**

## Notes:

- **The monthly tuition includes December and January to ensure continuous support and preparation for the Annual Showcase in March the following year.**
- **Fees are non-refundable. Late payments may incur interest. Cancellation requires one month's written notice.**

**VISIT US  
ONLINE**



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