



PUBLIC NOTICE

INVITATION TO A 5-DAY FASHION WORKSHOP WITH ITALIAN FASHION ANALYST DURBAN BOTANIC GARDENS

The Business Support, Tourism and Markets Unit is inviting fashion designers to the annual 5-day fashion workshop by the internationally acclaimed Italian fashion analyst, Ms. Helene Blignaut.

The workshop is aimed at furthering and broadening designers' understanding of the global fashion industry through culture research, trends research analysis and cool hunting, fashion business skills, conversion of leads to sales, quality assurance; different segments of the whole fashion industry system, branding & marketing, and access to markets: nationally and internationally.

Date: 07-11 July 2014

Time: 08:00-17:00

Venue: Durban Botanic Gardens

Registration forms are available at Business Support, Tourism & Markets Unit from Friday 16 May 2014, closing date 6 June 2014. **Enquiries contact:** Pearl Mzimela on 031 322 6203 or pearl.mzimela@durban.gov.za