



# IMAGEMAKERS

corporate wear



2013  
A NEW YEAR  
TIME FOR A  
**NEW LOOK**

2013  
CORPORATE  
WEAR  
GUIDEBOOK

FOR YOU AND YOUR COMPANY



# WANT TO LEAP UP THE CORPORATE LADDER?

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## Follow these easy steps:

- 1 Browse this pamphlet and understand why you should buy corporate wear.
- 2 Order our FREE 180 page colour catalogue for your business.
- 3 Show it to your ladies in the office.
- 4 ASK your management to buy corporate wear for you (*we will tell you how*).
- 5 We will help you with your order. We deliver, door to door!



**IMAGEMAKERS**<sup>®</sup>  
corporate wear

**THIS IS NOT OUR FULL CATALOGUE!**  
REQUEST OUR CATALOGUE ONLINE



LOOK MORE **PROFESSIONAL**  
AND FEEL PART OF THE **TEAM**



*Did you know?*

Corporate wear  
**SAVES YOU MONEY,**  
because your company usually  
pays or subsidises.

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# HOW WILL CORPORATE WEAR **BENEFIT ME?**

- ✓ **SAVE TIME.** No more endless hours wasted in the mornings, deciding what to wear. With Imagemakers easy care garments, no ironing is required.
- ✓ **SAVE MONEY.** Cancel your clothing accounts as, normally the company pays or contributes to the costs of the uniform. Imagemakers high quality, durable fabrics, do not require costly cleaning, its as easy as wash and go!
- ✓ **DRESSED FOR SUCCESS.** When you look good, you feel good, selling yourself and your product becomes easy.
- ✓ **ALL FOR ONE AND ONE FOR ALL!** Corporate wear frees the employees from sense of inferiority, as all staff have the same look no matter what they earn. You will look just as smart as your boss everyday!
- ✓ **YOU ARE YOUR COMPANY'S BEST ASSET.** By wearing corporate clothing you naturally add value to your company's brand.
- ✓ **A SENSE OF TEAMWORK** develops amongst those who wear the uniforms, much like players of a team sport. This helps to increase the productivity and the morale within the company.
- ✓ **STAND OUT.** Corporate wear creates a distinction amongst your competitors and lends visibility to members of public and customers. It helps enhance your company's image and boosts profitability and professionalism.
- ✓ **GET IT RIGHT.** Stops staff dressing inappropriately for the workplace.

# WORKING **WARDROBE** EXAMPLE

CHOOSE  
**5 GARMENTS**  
AND GET  
**8 OUTFITS**  
**R1550**

excluding VAT & delivery

You can mix and match these combinations in **YOUR CHOICE** of colours and styles from our catalogue.







CHOOSE  
**5 GARMENTS**  
AND GET  
**8 OUTFITS!**

MIX, MATCH  
& **SAVE!**

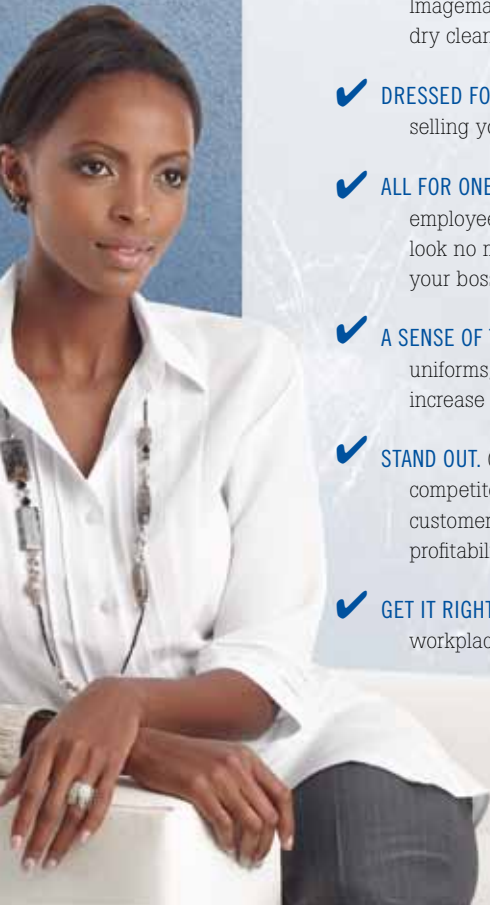
**Save time** in the morning  
& **save money** while you  
and your company look  
more professional.





# HOW WILL CORPORATE WEAR **BENEFIT** US?

- ✓ **ENHANCE YOUR COMPANY'S IMAGE.** The standard of your company depends on the appearance of your staff, as they are seen by clients or customers, therefore corporate wear speaks everything about a company's status. Uniformity normally creates the impression of 'where ever I go, I will receive the same service/professionalism'.
- ✓ **SAVE TIME.** No more endless hours wasted in the mornings, deciding what to wear. With Imagemakers easy care garments, no ironing is required.
- ✓ **SAVE MONEY.** Cancel your clothing accounts as, normally the company pays or contributes to the costs of the uniform. Imagemakers high quality, durable fabrics, do not require costly dry cleaning, *its as easy as wash and go!*
- ✓ **DRESSED FOR SUCCESS.** When you look good, you feel good, selling yourself and your product becomes easy.
- ✓ **ALL FOR ONE AND ONE FOR ALL!** Corporate wear frees the employees from sense of inferiority, as all staff have the same look no matter what they earn. You will look just as smart as your boss everyday!
- ✓ **A SENSE OF TEAMWORK** develops amongst those who wear the uniforms, much like players of a team sport. This helps to increase the productivity and the morale within the company.
- ✓ **STAND OUT.** Corporate wear creates a distinction amongst your competitors and lends visibility to members of public and customers. It helps enhance your company's image and boosts profitability and professionalism.
- ✓ **GET IT RIGHT.** Stops staff dressing inappropriately for the workplace.



# WORKING WARDROBE EXAMPLE 2

CHOOSE  
**7 GARMENTS**  
AND GET  
**18 OUTFITS**  
**R2220**  
excluding VAT & delivery

You can mix and match these combinations in **YOUR CHOICE of colours and styles** from our catalogue.



BB103 NANCY BLOUSE



FS22 SHANI SKIRT



FP22 CHERIE SLAX



FJ54 ZARAH JACKET



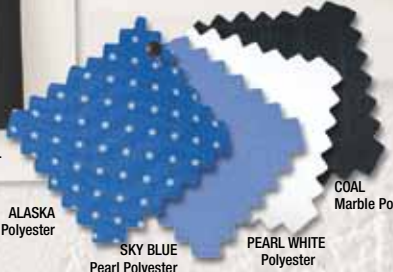
BB97 JOLENE BLOUSE



BB95 PETRA BLOUSE



FS24 BIBETTE SKIRT



ALASKA  
Print Polyester

SKY BLUE  
Pearl Polyester

PEARL WHITE  
Polyester

COAL  
Marble Polyester



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# HOW WILL CORPORATE WEAR BENEFIT YOUR **COMPANY?**

- ✓ **ENHANCE THE COMPANY'S IMAGE.** The standard of your company depends on your staff, as they are seen by clients or customers, therefore corporate wear speaks everything about a company's status. Uniformity normally creates the impression of "wherever I go, I will receive the same service/professionalism".
- ✓ **INCREASED SALES.** When your staff look good, they feel good and helps to increase their productivity. A successful company attracts motivated staff.
- ✓ **INCREASE PRODUCTIVITY.** Corporate wear that fits well and feels good mean that your employees can concentrate on their job. And let's face it – if your employees are worried about how they look, they can't be focused on the job at hand. A good, comfortable uniform can increase worker productivity, and battles the 'I'm late because I didn't know what to wear' excuse.
- ✓ **A SENSE OF TEAMWORK** develops amongst those who wear the uniforms, much like players of a team sport. This helps to increase the productivity and the morale within the company.
- ✓ **PROFESSIONALISM.** Stops staff dressing inappropriately for the workplace.
- ✓ **DISTINCTION.** There is a definite impression left about the smartness and image of your company, with your clients, customers and suppliers.



## *Did you know?*

Imagemakers uses fabrics that are made to last the strains of everyday life.

Imagemakers garments are easy-care and require **no ironing** and **no dry cleaning**.

With Imagemakers corporate wear you look your best everyday, while you **SAVE TIME** and **MONEY**.

Its as easy as **WASH, WEAR & REPEAT!**





**THIS IS NOT OUR FULL CATALOGUE!**  
REQUEST OUR CATALOGUE ONLINE

# HOW TO **SELL** CORPORATE WEAR TO **YOUR MANAGEMENT**

- 1 **SHOW THE CATALOGUE TO THE LADIES** in your office and choose your colour combinations.
- 2 **SHOW THE CATALOGUE TO YOUR MANAGEMENT** and explain that Corporate Wear:
  - Will improve your company image. Remember: *"First impressions are made before any words are spoken"*
  - Improves team morale as every one feels part of the team
  - With so many styles to choose from, each lady will keep her own identity, yet still be part of the team
  - Creates a professional working environment
  - You will wear it every day
  - And employees will always be on time because they do not have to worry about what to wear in the morning

### 3 **THEN, SUGGEST THE FOLLOWING PAYMENT OPTIONS**

- 3a) Ask your management for the company to pay for the wardrobe as a staff benefit – first prize!
- 3b) OR: Your company and employees each pay a part, with the employees paying the company back interest free via a salary deduction over an agreed time period
- 3c) OR: Your company pays the full amount and the individual staff member repays the company over an agreed time period (12, 18, or 24 months), interest free.



# WORKING WARDROBE EXAMPLE 3

CHOOSE  
**9 GARMENTS**  
AND GET  
**32 OUTFITS**  
**R2870**

excluding VAT & delivery

You can mix and match these combinations in **YOUR CHOICE of colours and styles** from our catalogue.



FJ67 GRETA JACKET



BB93 COLLEEN BLOUSE



FS25 WENDY SKIRT



BB98 JANIE BLOUSE



FJ60 NIKKI JACKET



BB95 PETRA BLOUSE



FS27 JUSTINE SKIRT



FP23 DEBBY SLAX



FT21 AVA TOP



10



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12



13



# WASH, WEAR, REPEAT!

Our fabrics are chosen specifically for garments that are made to last the rigorous strains of everyday working life.



IMAGEMAKERS<sup>®</sup>  
corporate wear

14



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HOUSTDOOTH  
Print Polyester

DIAMOND BLACK SUITING  
French Polyester

GRAPE  
Pearl Polyester

ICE WHITE SUITING  
French Polyester

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## GET INVOLVED IN THE SELECTION PROCESS!

Show management  
the catalogue and  
your choices of styles  
and colour.

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**Explain:** That it's a great way to make office staff feel like part of a team.

**Explain:** That it's good for your company's image, and staff morale and that you will wear it every day.



IMAGEMAKERS<sup>®</sup>  
corporate wear







# WE BRING THE SHOP TO YOU (at no extra cost!)

To assist you with the ordering process  
we offer the following services:

- 1 Swatch cards containing samples of our fabric range are available on request, so you are able to see and feel the colour and quality of our fabrics.
- 2 We offer personalised presentations at your offices.  
*(For 10 individuals or more)*
- 3 We can courier you sample garments for viewing in the privacy of your own office. *(For 10 individuals or more)*
- 4 We offer personalised fittings at your offices.  
*(For 10 individuals or more)*
- 5 We can courier you garments to try on.  
*(For 10 individuals or more)*



# 'HOW TO ORDER'

# 1

## STEP 1

Show the catalogue to the individuals in your business.



# 2

## STEP 2

Choose the styles and colours you like most



# 5

## STEP 5

Login, place and track your order online  
[www.imagemakers.co.za](http://www.imagemakers.co.za)

If you do not have internet access, use our order form



# IN 7 EASY STEPS!



# 3

**STEP 3**  
Measure yourself and use our size chart from our catalogue

OR

We bring the shop to you!  
Phone us for details on 021 4471290



# 4

**STEP 4**  
Ask us for a username and password on 021 4471290 or on...

[www.imagemakers.co.za](http://www.imagemakers.co.za)



# 6

**STEP 6**  
We manufacture your order, which will take 6 to 8 weeks

# 7

**STEP 7**  
We courier your order, packed per individual, door to door

**THIS IS NOT OUR FULL CATALOGUE!**  
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## *Did you know?*

One of the best advantages of Imagemakers is that **WE OFFER CONTINUITY.**

You can repeat an order when you have a new staff member.





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## *Did you know?*

Imagemakers' garments are designed to suit most body-types and with our large variety of styles, **you can keep your identity while still looking like part of the team!**



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# WHAT ELSE WE CAN DO FOR **YOU**

- ① Request your web account so you can place your orders online. If you have more than one branch, orders can be captured per branch, to make it easy.
- ② We can allocate your company's chosen styles and colours to your online account, so you can only order according to the colours selected for your corporate wardrobe.
- ③ We can design and customize a catalogue for your company, only showing your company's selected styles and colours. This is perfect to distribute to the branches, for employees to view your company's selection.



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Complete and fax these pages to us at **+27 21 4473540**  
or email your details to **info@imagemakers.co.za**  
and we will mail you a free catalogue.  
Or see more on our website **www.imagemakers.co.za**

YOUR EMAIL ADDRESS
YOUR COMPANY
NATURE OF BUSINESS
FOR ATTENTION
DEPARTMENT
PO BOX NUMBER
TOWN
POSTAL CODE
STREET ADDRESS
TOWN
POSTAL CODE
AREA CODE
TELEPHONE NUMBER
AREA CODE
FAX NUMBER
HOW MANY LADIES ON YOUR STAFF?

# NEW RANGE JUST LAUNCHED!



REFERENCE 18

IMAGEMAKERS  
corporate wear

Request our  
**FREE**  
180 page  
catalogue!

for  
**BUSINESSES**  
ONLY

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