

# 2013 Cape HOMEMAKERS Expo launched to trade

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The 2013 Cape HOMEMAKERS Expo, which takes place from 29 August to 1 September at the CTICC, will once again offer the perfect platform to showcase the very latest in home improvement, décor and lifestyle trends.



An impressive marketing drive, supported by an integrated PR campaign and media mix including TV, radio, billboards, posters, print and online, a total of 350 inspirational stands in 80 product categories and a line-up of leading brands, will guarantee that 38 500 targeted visitors and trade professionals will be spoilt for choice next year.

**The 2013 show highlights include *In VOGUE*, *d'VINE Life*, *Alfresco Living*, the *DIY Workshop*, the *Future of Design*, the *Audiovision Sound Emporium* as well as the newly launched, *an ARTISANaffair*.**

The ***In VOGUE*** area will showcase a cameo collection of tres chic interior décor style trends. Interior specialists will have the opportunity to celebrate their signature look and ideas, inspiring visitors to create similar looks at home.

The ever-popular ***d'VINE Life*** will once again offer visitors the opportunity to indulge in the good life with its selection of the Cape's finest wines, great cheeses, tapenades and other gourmet goodies.

The newly created ***Alfresco Living*** will inspire visitors to transform their outdoors into an inviting alfresco living space. Think alfresco dining, designer decks & patios, vertical garden glamour, striking lighting, pergolas & shade solutions and terraced herb gardens.

Watch top industry experts put their signature touches to various innovative step-by-step DIY and décor projects at the ***DIY workshop***, offered in collaboration with a leading home magazine.

Now in its eighth year, the exciting ***Future of Design*** will again celebrate innovative design by South Africa's leading local talent.

The ***Audiovision Sound Emporium***, celebrating its ninth year, will again offer a substantial range of the most advanced, new generation digital home entertainment, sound distribution and digital imaging products.

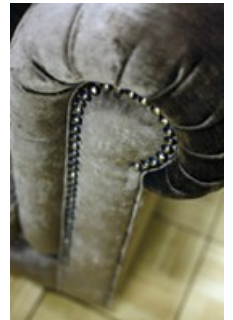


The brand-new ***an ARTISANaffair*** area will explore local creativity and offer a storyboard of innovative, unique, handmade, gorgeous must-have craft and pretty little things, all vintage style.

Says Sandy Edwards, Expo Organiser: "Next year's Cape Homemakers Expo promises to be the most exciting to date, with feature areas to suit everyone's interests and desires. We aim to offer both exhibitors and visitors an unparalleled experience."

Cape Homemakers Expo is the largest and most comprehensive, multi-award-winning home improvement and lifestyle expo. HOMEMAKERS presents four Expos nationally in Gauteng, Cape Town, Port Elizabeth and KwaZulu-Natal.

For further information, please contact tel: (021) 511 2800 or [expocape@homemakers-sa.co.za](mailto:expocape@homemakers-sa.co.za).



- **Secure your stand, cultivate trust, generate leads and build your brand!** 23 Jan 2024
- **Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)** 15 Sep 2023
- **Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami** 13 Feb 2023
- **Get on board with *Homemakers* digimag** 21 May 2021
- **2021 Johannesburg Homemakers Fair postponed** 10 Feb 2021

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