

Sizzling for 20 Years

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Creative marketing, advertising and communication agency - FusionDesign Cape Town - is celebrating their 20 year anniversary in style (and with a **sizzle**) by celebrating and embracing women's month.

At the helm of FusionDesign - specialists in integrated marketing communications - is owner Carmen Lerm, who leads a team of women with diverse passions and expertise. Lerm believes in women empowering other women, and remembers how it was a woman who turned her down when she needed funding to start FusionDesign.





**If you look at what you have in life,
you'll always have more.
If you look at what you don't have
in life, you'll never have enough.**


Oprah Winfrey

#sizzle20years #womensmonth2019



However, as the saying goes, "Behind every successful woman is a tribe of other successful women who have her back." This rings true for FusionDesign, as a team of dedicated and driven women have been ensuring FusionDesign maintains their status as an unwavering force to be reckoned with.


"The South African travel and tourism industry is the largest tourism economy in Africa. This, amongst other factors, has allowed FusionDesign to flourish in the market. In Cape Town alone, we have clients including Cape Town Big 6, Groot Constantia, Table Mountain Cableway, Robben Island, Kirstenbosch Botanical Garden, Cape Point and V&A Waterfront." says Lerm.



**When we do the best we can,
we never know what miracle
is wrought in our life,
or in the life of another.**

Helen Keller

#sizzle20years #womensmonth2019



**Don't you ever let a soul in the world
tell you that you can't be exactly
who you are.**

Lady Gaga

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With such an impressive [client list](#), FusionDesign is undoubtedly the definite solution when it comes to both digital and traditional marketing needs; above-the-line and below-the-line advertising needs; packaging; web design; social media and public relations.

With women expertise so tightly woven into FusionDesign's story, it's almost a cosmic coincidence that FusionDesign's birthday falls during Women's Month, which this year marks the 63rd anniversary of the Women's March to the Union Buildings in protest of Pass Laws.

"In celebration of Women's Month, as well as the 20 year birthday of FusionDesign, FusionDesign will be changing its brand colour and social media content to purple - the symbolism for women's equality and a colour that inspires hope and vision."

You can join the Women's Month celebrations and find out more on social media @FusionDesignSA, where the company will be highlighting their journey and history as a women-owned business, and shining a spotlight on women in South Africa and across the world who are role models for young women starting their own journeys.

Got a story you want to share, or women you think deserve recognition? Tag @FusionDesignSA, and remember to use #sizzle20years #womensmonth2019





**Courage
is like a muscle.
We strengthen it
by use.**

Ruth Grodan

#sizzle20years #womensmonth2019



For more information visit www.fusiondesign.co.za or call Carmen Lerm on 082 8255 715 and connect via social media on Twitter, Facebook and Instagram @FusionDesignSA.

History

Carmen Lerm is a visual communication specialist and founder of FusionDesign, with more than 30 years of experience in the industry. Her agency offers a comprehensive approach incorporating digital, multimedia, events and public relations as well as traditional design and advertising. In celebration of their 20th anniversary and women's month, FusionDesign will roll out a theme across their social media platforms where they will change their brand colour to purple.

Symbolism of purple

Purple is the official color of International Women's Day, founded just over a century ago after women marched, demanding better working conditions and voting rights. The colour purple embodies the balance of red's stimulation and blue's calm. Purple has historically been associated with achieving gender equality - it further symbolises dignity, hope and vision.

Services offered by FusionDesign includes:

- Above-the-line advertisements.
- Below-the-line advertisements.
- Concept development & design.
- Creative copywriting.
- Digital marketing.
- Exciting event marketing.
- Perfect public relations.
- Quality print & production.

- Stand-out packaging design.

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FusionDesign



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