

BOUTIQUE



PRIVATE



Melted  
Workx  
CREATIVE HOUSE

NATURAL



STYLE





# MELTED WORKX

Melted Workx brings any luxury product launch to life. Our boutique agency offers individually curated, exceptional, stylish experiences and events for clients who are looking to access the South African stage.



# MELTED WORKX

We take our clients vision and bring it to life from designing immersive product, property or business launches, to stylish events with gastronomic food experiences.

Our network of partners gives us access to some of South Africa's Ultra-high-net-worth individuals meaning we can assist you to reach the right audience to invest or purchase your high-end luxury product.

# MELTED WORKX



## BOUTIQUE

**Beyond luxury**

Melted Workx understands industry trends and is not afraid to break the mould. With over 18 years' experience in hospitality Melted Workx founder, Naidene Cary, has worked with renowned global brands as well as small local entrepreneurs, equipping her with the creativity to make magic happen in all circumstances.

Melted Workx brings a fresh approach to every client brief.



## PRIVATE

**Private very private**

Melted Workx carefully designs each activation with a passionate and creative attitude. What is important is not only how they look and feel, but also how the audience will experience the event and take away a lasting emotive impact.

We make every engagement feel uniquely designed for each client.



## NATURAL

**Inspired by nature**

Melted Workx prides themselves on their unquestionable values of service excellence which are recognizable in the way we work.

Relationship management is a natural talent, and you will see this from how we partner with our suppliers to how we manage our client relationships, and in each interaction on our events.



## STYLE

**Born with style**

Melted Workx founder Naidene Cary is trained in the craft of dance and performance, a skill that she carries through to every event, activation or project she touches, ensuring it is as perfect as a world-class stage production.

We bring this innate style and flair to every touchpoint.

NAIDENE CARY RELISHES RARE OPPORTUNITIES TO PARTNER VISIONARY CLIENTS LOOKING TO POSITION THEIR PRODUCT, PROPERTY OR BUSINESS IN AN EXTRAORDINARY WAY.

## BOUTIQUE EVENTS

Naidene has led the events and marketing activities for boutique businesses including Legacy Hotels and Resorts, Black Brick Properties and more recently in her role as founder of Melted Workx, for Khutso Theledi (Metro FM Radio Broadcaster), Bacher 'n Co, Clairin's South Africa and more.

Naidene designed Melted Workx to support clients looking for an experienced events expert who can quickly step into an internal role and manage an existing events portfolio due to a skills gap or create and set up a new events capability based on the business future needs.

Naidene's 18-years worth of events and operational expertise plus her passion and dedication to delivering exceptional client events, make her a valuable member of any team striving to leave clients with a memorable five-star experience.



## NATURAL HOST

Naidene's career followed a natural progression from being responsible for operations and events of specialist hotels and resorts to her current role as founder of Melted Workx a tailor-made events consultancy.

Naidene's journey began as Operations Manager of RiverPlace Country Estate where her exceptional time and operations management skills were demonstrated.

She was then headhunted to The Blades to develop, launch, train and introduce Policies and Procedures for all hospitality and client experience activities.

On completion of this contract, Naidene was invited to join Davinci Hotel and Suites as Event Manager, and soon after Personal Assistance to the General Manager. Here her role encompassed managing VIP events for the group and their clients, to marketing Davinci Hotel and Suites as a premium events location.

Naidene then joined Black Brick Hotel as General Manager with an aim to develop, implement and launch all guest relations, management and event activities. This position was made redundant during Covid giving birth to Melted Workx events curation specialists.

# MELTED WORKX CLIENT PORTFOLIO INCLUDES LEADING INTERNATIONAL PROPERTY DEVELOPERS, WORLD-CLASS BUILDING SOLUTIONS, FINANCE, INSURANCE AND LUXURY BRANDS.

XYZ Group – residential project  
Athens/Greece, Agios Dimitrios



Remy Martin – private Ambassador launch – Johannesburg



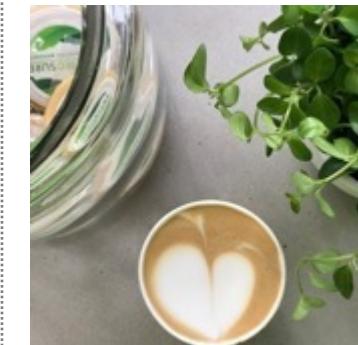
FNB Nav Wellness Press Launch – Cape Town



Safintra – 84 Pop Ups,  
6 Provinces, 42 days



Robertson Winery –  
exhibition stand –  
Johannesburg



Envirosure – Corporate  
Activations – multiple  
sites Johannesburg





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