

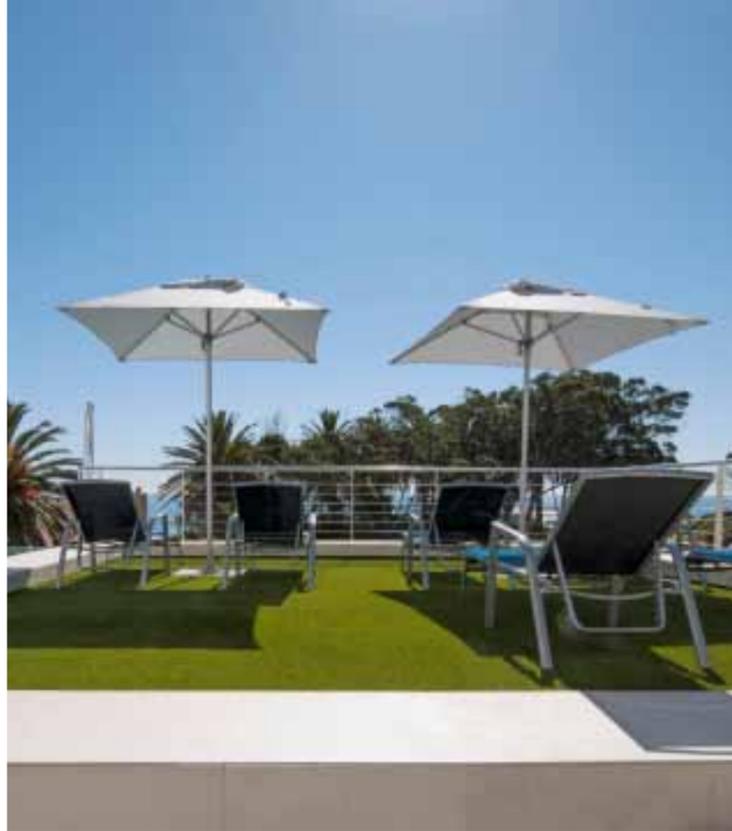
South Beach · South Africa

Beach bliss redefined



Camps Bay, with its vibrant sidewalk cafés, fashionable crowd and famous white sands, has long been Cape Town's trendiest beach scene. Now you can enjoy its vibrant atmosphere in five-star comfort from the independence and privacy of sparkling South Beach, where the sophisticated sea-facing apartments are a pristine canvas for you to rethink your own brand of beach holiday.

With chic interiors featuring original art by Lionel Smit, South Beach epitomises modern-day luxury in sophisticated Miami style. Camps Bay beach is just metres away, or you could stay in and relax next to the sparkling pool.



Waking up to a sun-drenched day in a bed that looks out through a line of palm trees to blue ocean waves, and then slowly sipping a freshly brewed Nespresso on a balcony overlooking the same seaside scene, marks the perfect start to a holiday morning. When those palm trees belong to trendy Camps Bay beach, only a minute's walk away, and you're cocooned within a South Beach luxury apartment, you know you're in for a special holiday indeed. Light and airy, South Beach's nine sophisticated apartments all face the ocean and ooze understated contemporary chic in silver and white. These stylish, delightfully uncluttered spaces – the walls featuring original artwork by acclaimed South African artist, Lionel Smit, commissioned especially for the space – perfectly set the scene for whatever your idea of holiday bliss might be. Lazy lie-ins, energetic sightseeing, sunbathing on the beach or vibrant café culture, it's all at your fingertips in Cape Town's most fashionable area. The luxury apartments from Blue Views, experts in catering to independent visitors to Cape Town, combine all the comforts

of a five-star hotel with the convenience and privacy of your own self-contained and spacious studio apartment. While guests might only use the fully equipped kitchen for midnight snacks and light breakfasts, it's tempting to bring back baskets of artisan goodies from one of Cape Town's wonderful food markets and throw together a casual meal, or stock the fridge with enough wine and bubbly picked up on a tour of the Cape Winelands to throw a select party for two every night of your stay. The apartments are, of course, fully serviced every day, plus there's a friendly concierge who can recommend and book everything from wine tours to restaurants, shark diving expeditions to Robben Island boat trips. There's plenty to fill the day on your doorstep, too. Energetic guests might like to set off on South Beach's complimentary retro-cool bicycles for a scenic ride along the coast, or hike one of the mountain trails above for spectacular views among the fynbos. Otherwise put in your daily exercise on the Power Plate machine in the downstairs gym, before strolling down to swim in the sheltered sea pool or sunbathe on the secluded Bakoven beaches. A

pristine swimming pool surrounded by sun loungers and lawn is another relaxing space to while away a few sunny hours. When it comes to dining, there's a happening Camps Bay spot whatever flavours you crave – long Italian lunches at Zenzero, coffee and patisserie at la Belle, Umi for sushi, or sundowners and an electric vibe at Café Caprice. And it's only a short drive into central Cape Town for more top restaurants and night spots. Cocooning back home is also an attractive option. Snuggle into the softest bathrobe after luxuriating in the Italian rain shower or soaking in the big tub with the gorgeous Modadji amenities, the underfloor heating banishing any evening chill, and settle down for a relaxed night in. With a state-of-the-art entertainment system, a classic movie from the house DVD collection and drinks and snacks from the minibar, the apartment is transformed into a cosy home cinema. There's also complimentary Wi-Fi as well as an old-school landline phone should you wish to catch up on communication with the outside world. Set slightly back from the main coast road on a street that is also home to the

charming and intimate Theatre on the Bay, the apartments are just far enough from the buzz and bustle of the main Camps Bay strip for peace and tranquillity, but close enough to tap into the energetic vibe any time you fancy. Luxurious as the apartments are, South Beach hasn't forgotten that for some the independence of self-catering is about having all the facilities of home. So there is a self-service laundry for those who like to take care of chores themselves, and a top-notch iron and ironing board in each apartment, while the concierge is also happy to send out laundry for you. Secure parking at ground level is accessed with your personal key card, and after dark a friendly night porter is on hand with a genuine welcome. The enthusiastic acclaim that has met South Beach since its opening proves that Blue Views owner, Tony Stern, has got the recipe for luxury holiday living spot on. After all, what could be more perfect for a Cape Town vacation than a tranquil, extremely comfortable apartment only a stone's throw from the most fashionable beach scene in South Africa?

■ Kit Heathcock



South Beach

South Beach
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South Beach is part of the Blue Views collection of properties, which comprises self-catering villas and apartments in Bakoven and Camps Bay. It has nine apartments, located only 50m from the Camps Bay beachfront. The V&A Waterfront is a 10-minute drive, while it's just 30 minutes from Cape Town International Airport.