

Camps Bay's Hottest New Address

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South Beach Camps Bay is a luxury apartment block situated less than 50 metres from the vibrant, chic Camps Bay beachfront. The block, which consists of nine one-bedroom sea-facing apartments, forms part of the Blue Views Collection of prestigious apartments for guests in search of an attractive alternative to the five star hotel.

Previously known as The Bloomberg, the recently acquired property underwent a total renovation and reopened under its new name in September last year.

Guests at South Beach Camps Bay can choose to stay in one of the apartments offering direct access to the outdoor area (which includes a 9 metre pool and a sundeck), or in an apartment on either of the two upper levels, all of which have their own private balcony.

Each air-conditioned unit comes equipped with a host of standard features and facilities, from a Nespresso machine, a 47 inch TV, a sound bar, and wireless headsets to complimentary high-speed Wi-Fi and the finest linen and towels. Each apartment has its own allocated parking space.

Additional services include a self-service laundry, a private gym and a communal ice machine. A concierge is on hand to answer guests' queries, offer advice and assist in every possible way.

Designed in conjunction with Greg Wright, one of Cape Town's most respected architects, and with an exclusive art collection featuring works by well-known South African artist Lionel Smit, South Beach Camps Bay epitomises modern day luxury, making the most of

Camps Bay while offering a hint of affluent Miami-style living. Within easy walking distance not only of the beautiful Camps Bay beach but also of some of the Cape's best restaurants and bars, the South Beach Camps Bay luxury apartment block is *the* place to stay this Summer.

Established by Tony Stern in 1997, the Blue Views Collection consists of 19 individual self-catering villas and apartments. It has over the past 17 years been internationally recognised as a pioneer and leader in the luxury self-catering sector in Cape Town.

For more information visit www.blueviews.com. ■