

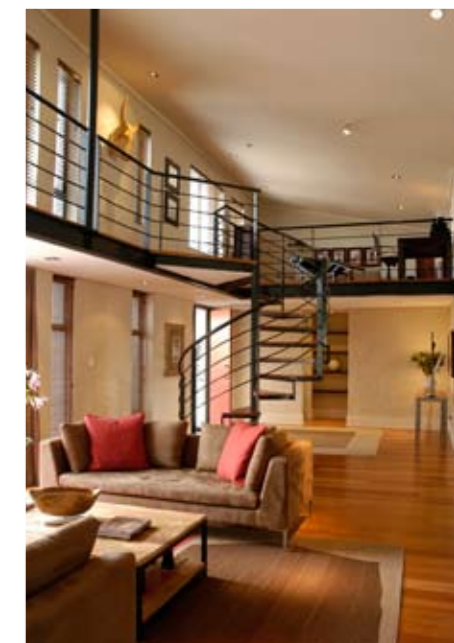
A Night on the Town

At #1 Melrose Blvd by Seasons in Africa

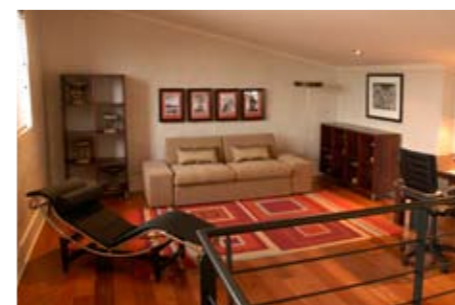
Melrose Arch is one of Egoli's most vibrant hot spots. Here the cream of the city's social set regularly gathers – at its fashionable sidewalk cafés – to toast their successes. It is also the site of Seasons in Africa's crown jewel.

Words by Deidre Theron-Loots,
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Located in Johannesburg's prestigious Melrose Arch precinct, the new deluxe managed apartments of #1 Melrose Blvd by Seasons in Africa is the perfect setting to host an evening of masterful cuisine, superb wine and inspiring company. It is also, as many travellers are discovering, the ideal destination for first-class holiday and business accommodation.



The apartments vary in size from one to three bedrooms, and are a brilliant alternative to the usual hotel accommodation set-up.



On this occasion, however, Patrick Siebel – Managing Director of Seasons in Africa – hosted an extravagant dinner for eight in the swish penthouse of his company's newest star property. Joined by – among others – well-known singer and television personality, Michael de Pinna, and also Rodger Whittle from Nationwide Airlines, we settled in for an evening of pure bliss! And to care for our epicurean needs, Patrick kindly enlisted the

a top five-star hotel.

The apartments – consisting of six beautifully appointed units including the penthouse – vary in size from one to three bedrooms, and are a brilliant alternative to the usual hotel accommodation set-up.



services of unmatched celebrity chef, Reuben Riffel.

Patrick originally hails from Düsseldorf, Germany, but for most of his life has called South Africa home along with his wife and three young children. He is a passionate tourism marketer with a disarming sense of humour, a keen eye for detail, and an inherent understanding of the hospitality industry.

The penthouse suite that was chosen for the event is an exemplar of contemporary African architectural beauty. It is a three-bedroom, fully-serviced suite with dining room, private swimming pool, and spectacular views.

The concept applied at #1 Melrose Blvd by Seasons in Africa is stunningly simple: to offer the benefit of spaciouly catered luxurious apartments, with the personal service one expects from

According to Patrick, the apartments are the ideal space for the business person who can also use it to hold meetings at. He also believes that space is the new luxury, and with each apartment being 125 square metres and up in size, #1 Melrose Blvd has more than enough of this rare commodity.

The luxurious penthouse certainly formed the ideal backdrop to Chef Reuben's usual epicurean *legerdemain*, with each course paired with the finest from Patrick's cellar.

#1 Melrose Blvd by Seasons in

Africa prides itself on offering an exceptional product to discerning customers who expect great service. With only 6 apartments, the General Manager – Ruan Swart – meets each client personally, and is there for them 24/7. Ruan is on hand to offer a full concierge service, from arranging pampering spa treatments – all in the privacy of your luxurious apartment – dinner reservations, secretarial services, laundry, transfers as well as

sightseeing tours, or even to arrange a private catered dinner party!

Melrose Arch is all about offering open spaces, secure public squares and sidewalk café seating in a pedestrian friendly environment, allowing you to take advantage of the beautiful South African climate in a secure and social setting. And #1 Melrose Blvd by Seasons in Africa is the perfect base from where to explore it.

Each air-conditioned apartment offers a fully equipped kitchen boasting automated espresso machines, lounge with a gas fireplace, spacious outside patios with barbecue facilities, ADSL high-speed internet and superb entertainment systems with large flat-screen TVs.

For reservation enquiries call +27 83 555 4739 or visit www.1melrose.com. ➔

PHOTO: NEBBIO CAFE TOWN



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