

ARCH HAPPENINGS

MELROSE ARCH'S SPRING OFFERINGS ARE BLOOMING MARVELLOUS!

Gearing up for the Starfish Visa Long-Long-Long table at Melrose Arch are: **ABOVE FROM LEFT TO RIGHT:** Jeremy Mansfield, PJ Powers, Cathy Specific, Edith Venter and Mandy Strimling. **RIGHT:** Cathy Specific and Joe Segers, GM of African Pride Melrose Arch Hotel.



70s STARLIGHT PARTY

The 20th October 2011 will see the return of the Starfish Visa Long-Long-Long table at Melrose Arch. For one night only, the entire length of Melrose Arch's High Street will be closed off for a 70s-themed extravaganza under the stars in aid of the Starfish Greathearts Foundation, an international development charity, aiming to bring life, hope and opportunity to children in South Africa, who have been orphaned or made vulnerable by HIV/AIDS. "This event aims to be the premier Dinner of Hope to be held on South African soil in order to raise funds to support our children through nutritional and educational support along with primary caregiver training," says Belinda Te Riele, Country Director for the Starfish Greathearts Foundation. "We have

had an overwhelming response from the Melrose Arch restaurant community and patrons can look forward to plating up for charity at some of their favourites."

Prizes for the best dressed guest in the spirit of the 70s will be given out, and participating restaurants will compete for most creative menu, table setting and display, receiving a certificate for their involvement.

Tickets for the event are on sale at Computicket www.computicket.com

For further information, please contact: Gillian Cederwall buchanag@visa.com or Elmarie Swart elmarie.swart@fleishman.com



HAUSBRANDT

Treat yourself to Hausbrandt Coffee Frappe – this summer's Italian taste sensation, made with a combination of espresso, coffee Frappe, whipped cream and chocolate topping. And if you get it on the hop, you can dispose of the take-away cup without any guilt – it's ECO friendly. *Café Hausbrandt, Melrose Arch Galleria.*



OOH LA LA!

The Beaujolais Nouveau is on its way! Be there to welcome it and celebrate the 60th anniversary of this French tradition at The Venue, Melrose Arch, on the 17 November 2011. Organised by the French South African Chamber of Commerce, this promises to be a spectacular event. There'll be cheese, wine and a chance to win two return tickets from Johannesburg to Paris on Air France, as well as other fabulous prizes.

Tickets are R300. Call 011 442 2425 or email events@fsacci.co.za



2OCEANSVIBE RADIO TO BROADCAST FROM MELROSE ARCH

The website, 2oceansvibe.com, has made waves for nearly a decade, winning numerous awards and establishing itself both as a brand and a cultural icon synonymous with creativity, humour, luxury, lifestyle and innovation.

A year ago, the website spawned the nation's first internet-only radio station, www.2oceansviberadio.com, broadcasting out of Cape Town. 2oceansviberadio's jocks knock the socks off other stations' jocks, with content, music, personalities and an approach that has attracted a strong and loyal audience, along with national sponsorship brands such as MWEB, Vida E, MTN, MINI, Corona, Investec, Santam and RamsayMedia.

Building on this success, 2oceansvibe will be opening a studio in the Galleria, overlooking the Piazza at Melrose Arch in the lead-up to year end.

2oceansvibe Radio speaks to a rapidly growing audience with 25,000 people having downloaded the streaming app and a further 10,000 'unique' listeners tuning in via the website.

Melrose Arch believes strongly in the quality and attractiveness of the brand, and sees its ability to add energy and appeal along with another great public attraction to the Piazza.

The daily schedule will begin with the morning show, broadcast live from Melrose Arch, hosted by former 5FM DJ, Ian F, who'll be joined by ex-5fm producer "Spike" Brendan Ballantine, Ricci Regnani and (according to rumors) the webcam friendly Lisa Davis.

Visit www.2oceansvibe.com and www.2oceansviberadio.com

LADIES ONLY

Grab your best friend and get to Melrose Arch for the After Eden Secret Garden – a strictly all-girls affair. Indulge in everything from the yummiest food – courtesy of award-winner Vicky Crease, delectable cocktails and a healthy dose of retail therapy. After Eden’s beautiful, infinitely wearable, superbly priced lingerie, including curve and cleavage enhancing bras will be on sale, as well as the Havaianas spring and summer ranges. Why not indulge in a pedicure from the Havaianas mini-salon while you’re about it?

A South African first, the After Eden Secret Garden is open from 10am to 8pm every Thursday, Friday, Saturday and Sunday during its run from September 1st to 18th, 2011, in a Bedouin tent behind The Square at Melrose Arch.



CIAO, BELLA!

New kid on the block, Frigalli at Melrose Arch is the place to go for edgy, chic Italian labels such as the sexy and exuberant Miss Sixty and dynamic urban-styled, Energie. Frigalli also stocks the very latest and must-have label, Cipo & Baxx. Pop in during the month of September when the new Miss Sixty and Energie collections will be unpacked and selling like hot cakes. Pictured here, Miss Sixty’s quintessential spring denim, available at Frigalli, High Street, Melrose Arch. ☎ 011 6841716

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HIGH TEA AT MELROSE ARCH

Chocolate mousse, vanilla butter cream, caramel, baked cheese and carrot cakes! If that doesn’t get your mouth watering, try saying no to light-as-air, buttery scones with jam and whipped cream or chocolate pancakes filled with orange and mint syrup. Balance the sugar high with mini smoked salmon and cream cheese bagels, savoury muffins and classic cucumber sandwiches – crusts sliced off, naturally.

All this while reclining on a lounger in the spring sunshine or settling into a white leather wingback chair in the cool interior of the hotel’s Deli On High Street.

What to taste next? Chocolate friandise and dipped strawberries or something from the cheese board? Perhaps both! High Tea is served every Sunday afternoon at the Deli On High Street, Melrose Arch between 2pm and 6pm.

For further information, visit www.proteahotels.com



VISIT OUR WEBSITE WWW.THEARCH.CO.ZA AND FOLLOW THE LINK TO OUR BLOG FOR REGULAR UPDATES ON WHAT’S HAPPENING AT MELROSE ARCH.



BOMBAY SAPPHIRE

The Botanical by Bombay Sapphire will pop-up at Melrose Arch in October. The event will play host to a series of events centered on sensory inspiration and exploration. At night, the space will open as a bar so pop in and enjoy delicious cocktails infused with Bombay Sapphire. For further information, visit www.bombaygin.co.za

And keep a check on The Arch blog for updates on happenings at Melrose Arch.