



DU CHAMP

2027 Hospitality

6 February 2027

Val de Vie Estate, Cape Town, South Africa

Welcome to

Our Story

A new chapter in *South African luxury culture*.

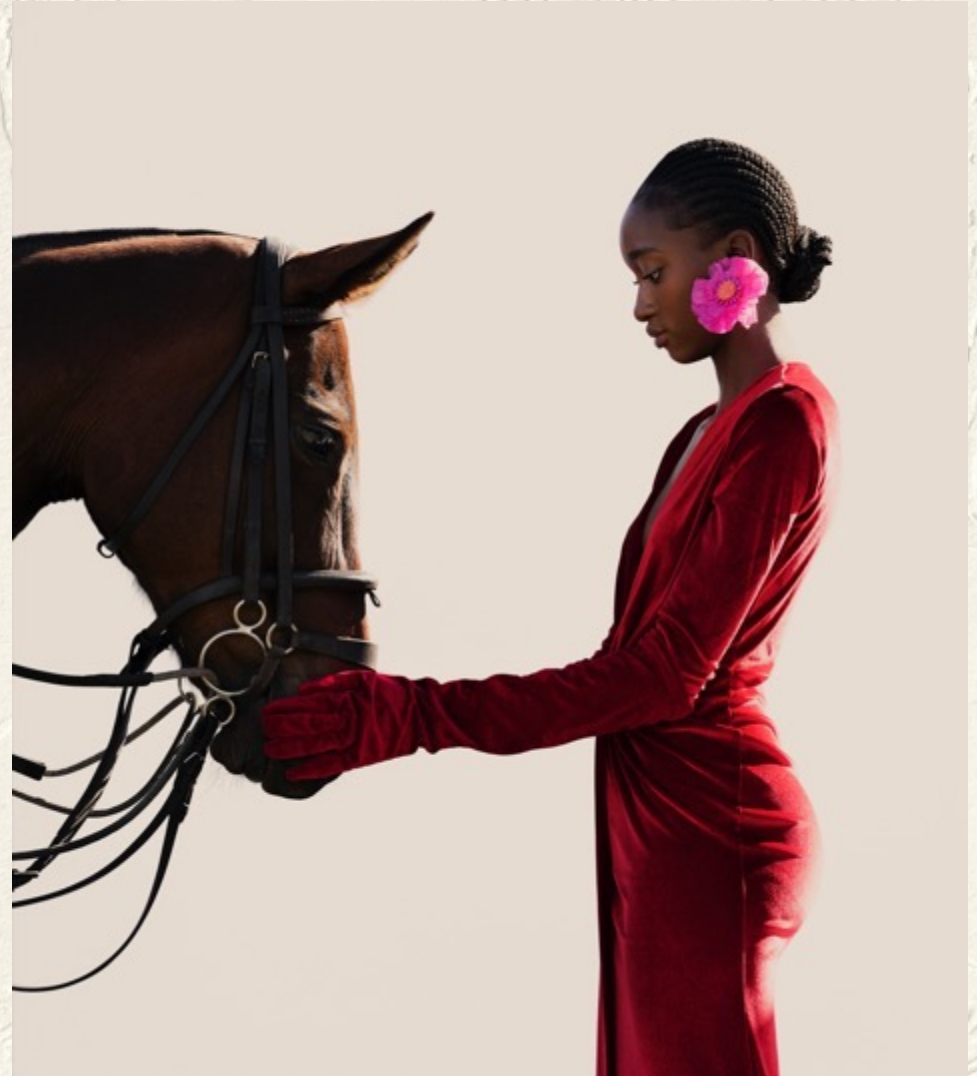
Debuting in 2026, Absa Du Champ introduced a new luxury cultural property to the South African landscape — one built around the belief that true luxury lives in craftsmanship, creativity and story.

Set against the backdrop of the Cape Winelands, the inaugural event brought together polo, art, flavour, fashion and hospitality in a curated celebration of contemporary African excellence.

From collectible African art and chef-led culinary experiences to world-class polo and elevated hospitality, every chapter of the experience was designed to reflect the brand philosophy: Where Mastery Meets Story.

Created for an audience that values culture, taste and intention, Absa Du Champ quickly established itself as one of South Africa's most distinctive new premium event properties.

In 2027, the story continues.





The Absa Du Champ *Experience*

The Absa Du Champ experience is designed as a series of four curated chapters - each offering guests a different lens into contemporary culture, creativity and luxury.

From the energy of the polo field to collectible African art, chef-led culinary moments and considered expressions of style, every chapter contributes to a broader story of modern South African excellence.

The experience unfolds through four distinct chapters:

- ❖ **Polo:** Precision, athleticism and spectacle.
- ❖ **Art:** Collectible African creativity and cultural expression.
- ❖ **Flavour:** Chef-led culinary storytelling and premium pairings.
- ❖ **Style:** Fashion, design and contemporary luxury.



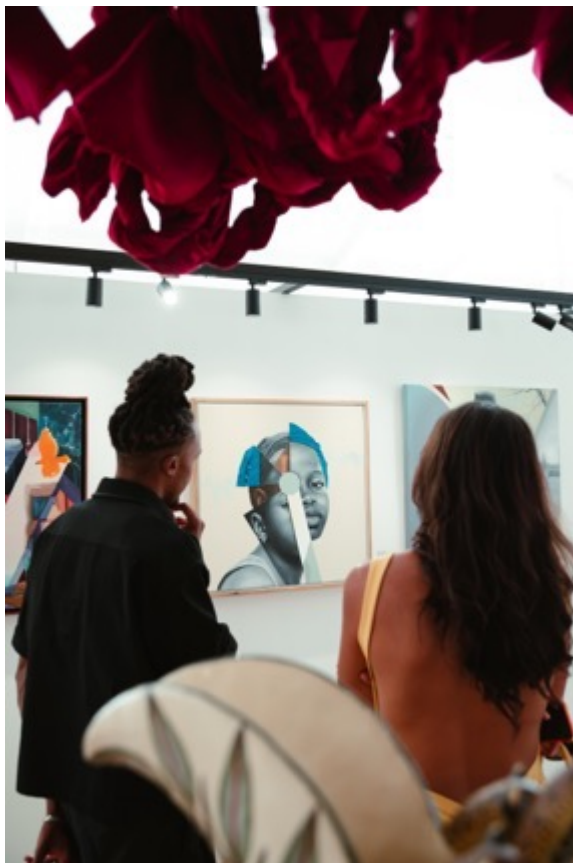


Polo

The Polo Chapter brings guests closer to the beauty and precision of the sport through a carefully curated viewing experience that balances spectacle with sophistication. Defined by movement, discipline and control, polo becomes a powerful expression of the craftsmanship and excellence that define Absa Du Champ.

Art

The Art Chapter brings together collectible works, emerging voices and established artists within a carefully curated gallery experience. Through contemporary African art curated by Gallery MOMO guests engage with stories, ideas and creative expression.



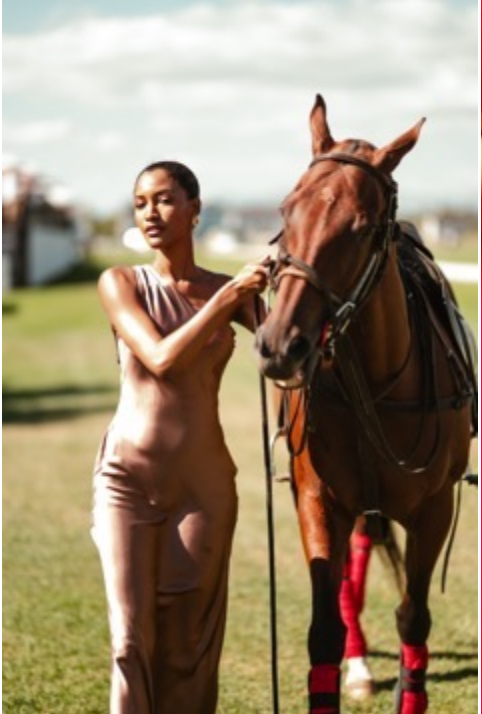
Flavour

Centered around chef-led culinary experiences and elevated hospitality, the Flavour Chapter explores the relationship between taste, atmosphere and storytelling through refined dining, premium pairings and curated moments designed to engage the senses.

Style

Celebrating fashion and design within contemporary culture, the Style Chapter brings together luxury brands, personal style and curated visual experiences in a way that feels refined, expressive and distinctly Absa Du Champ.







The Absa Du Champ

Reserved Lounge

R85 000 (Excluding VAT)

Your exclusive Reserved Lounge accommodates 10 guests (Additional tickets available on request) and includes:

- Access to the Absa Du Champ Lounge.
- Timelessly elegant private lounge seating.
- Complimentary bar on select brands including a drinks pairing experience through our fine wine, champagne and spirit partners.
- A multi-course culinary journey designed to complement the day's proceedings.
- Dedicated butler service.
- Photographer and access to your full private image gallery.
- Dedicated hospitality team at your service throughout the day.

Limited space available | All prices exclude VAT & are subject to change.

Exclusive

Hospitality

Since 2004, Equus has been producing some of Africa's most exclusive experiences.

With over 20-years of industry experience, a commitment to luxury and meticulous attention to detail, Equus has crafted transformative experiences that transcend the ordinary. Each event is meticulously curated to blend timeless elegance with cutting-edge elements from the worlds of fashion, art, polo, music, and culinary mastery.

Equus. Where irresistible experiences await.





DU CHAMP

Thank you.

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