

B

BRICKFIELDS

Where Sophistication  
Meets Everyday Lifestyle

Paarl, Western Cape



## ■ About Brickfields



Brickfields introduces a high-end retail experience in Paarl, the heart of the Cape Winelands, a town celebrated for its rich heritage and scenic beauty. This thoughtfully designed lifestyle destination caters to discerning shoppers and features a curated collection of bespoke boutiques, artisanal stores, and specialty retailers.

Brickfields presents an immersive retail space spanning 22,500 m<sup>2</sup>, featuring 68 handpicked stores that align with its vision of subtle sophistication. This thoughtfully designed destination aims to deliver a tailored retail experience that resonates with the refined tastes of both residents and visitors.

Shoppers at Brickfields can explore a diverse variety of speciality stores, ranging from artisanal food products to handcrafted goods. The presence of captivating anchor tenants such as The Pantry, Virgin Active, Checkers, Dis-Chem and Spar ensures convenience is always at their fingertips. Each store is meticulously selected to create an immersive atmosphere that blends boutique exclusivity with a warm, organic feel.

Situated near prominent estates such as Val de Vie, Pearl Valley, Boschenmeer Golf Estate, Vivante Village, Dalzicht Estate, Zanddrift Estate, and Boschendal, Brickfields naturally aligns with the affluent lifestyle of the area. It provides a beautiful shopping landscape for families, professionals, and students alike creating a lifestyle hub. The presence of renowned schools such as the Green School, Paarl Gymnasium, La Rochelle Girls' High School, Paarl Girls' High School, and Paarl Boys' High further enhances the community's appeal, drawing in a vibrant demographic.

Brickfields not only meets the lifestyle needs of Paarl's growing population but also enriches the local community. By offering a space where shoppers can explore distinctive products in a tranquil setting, this expansive retail space not only enhances the shopping experience but also fosters a sense of community, making Brickfields a true gem in the heart of the Winelands.

# B ■ Some Background

## THE LIFESTYLE

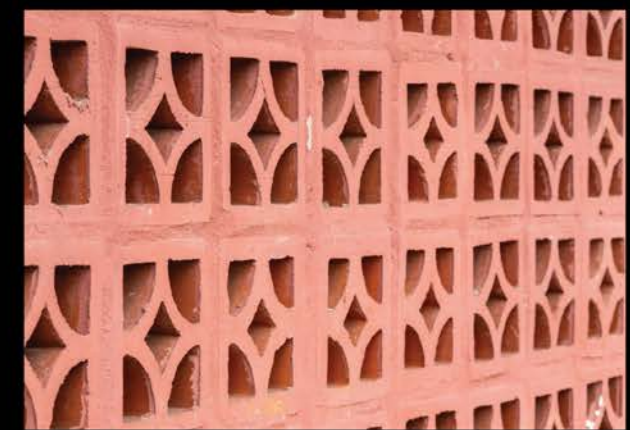
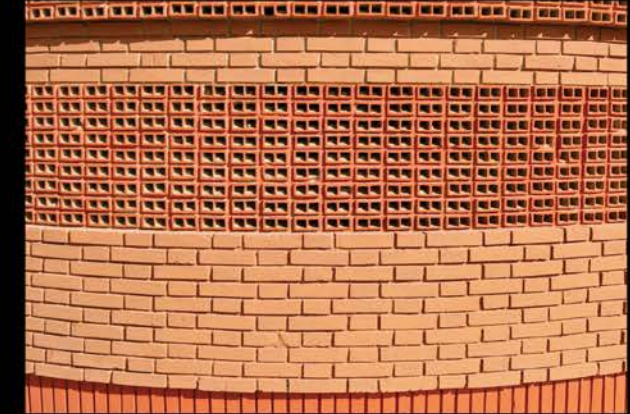
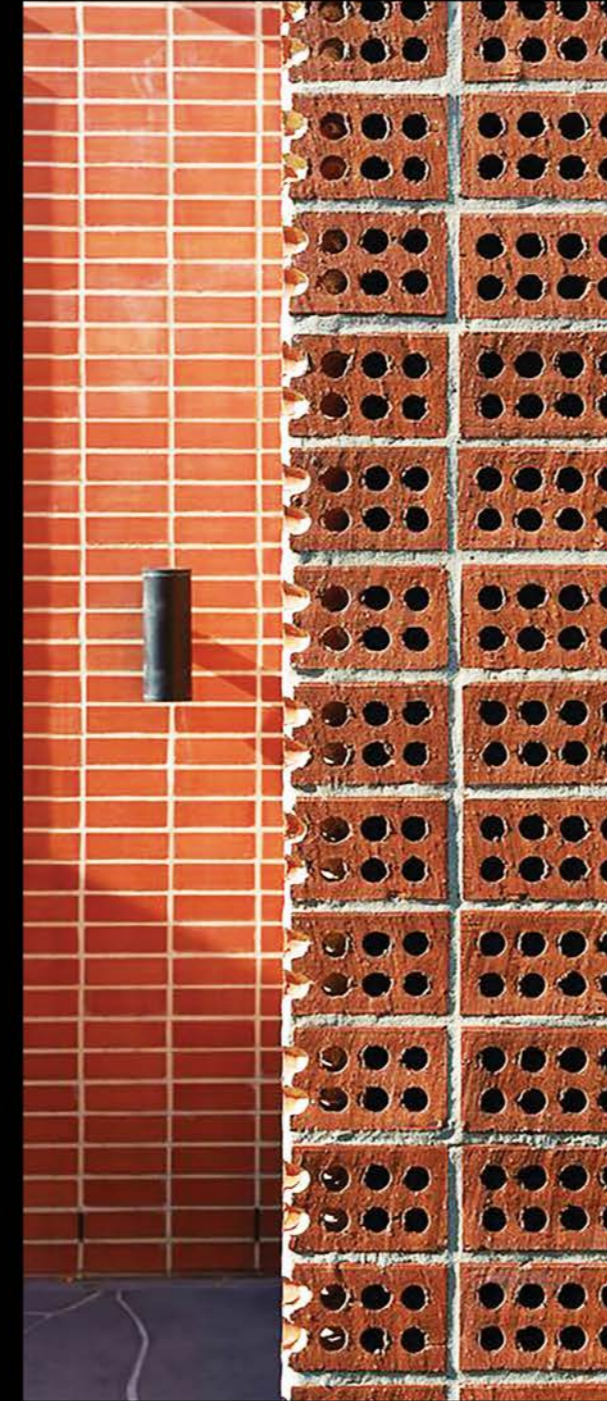
The development creates a diverse range of experiences, featuring experiential retail and multipurpose spaces. Indoor and outdoor sports and leisure elements are integrated into the retail areas, enhancing the overall lifestyle offering.





## THE HERITAGE

Brickfields celebrates the rich heritage of the established brick production industry in the area. The textured, woven facades showcase a variety of brick applications, paying homage to local craftsmanship.



**B****THE CONTEXT**

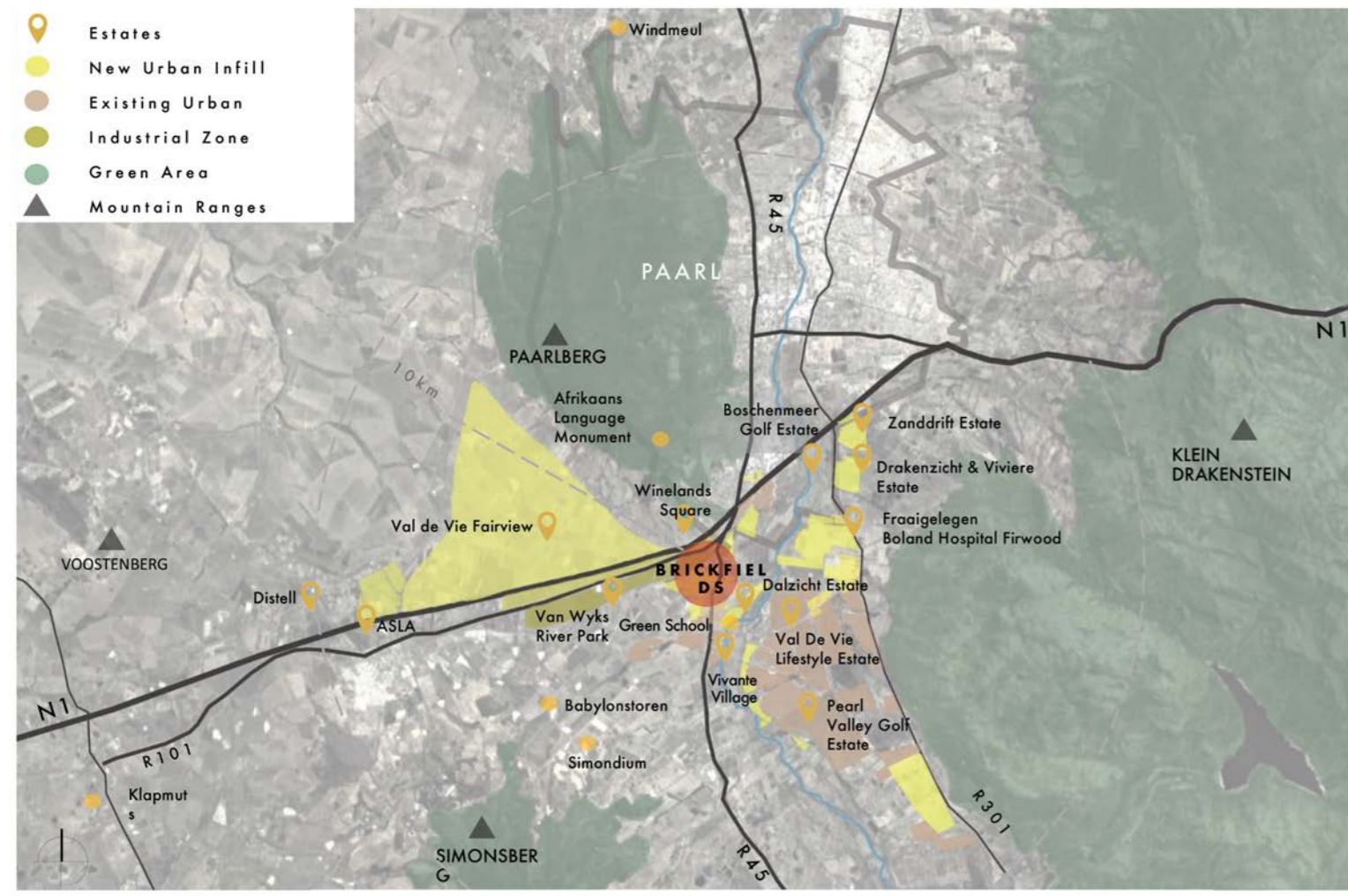
Located between multiple new and established residential pockets in the Paarl Winelands, Brickfields draws inspiration from the “farm style” typology and materiality. The design emphasizes a fluent indoor-outdoor experience, creating a seamless connection with the surrounding environment.



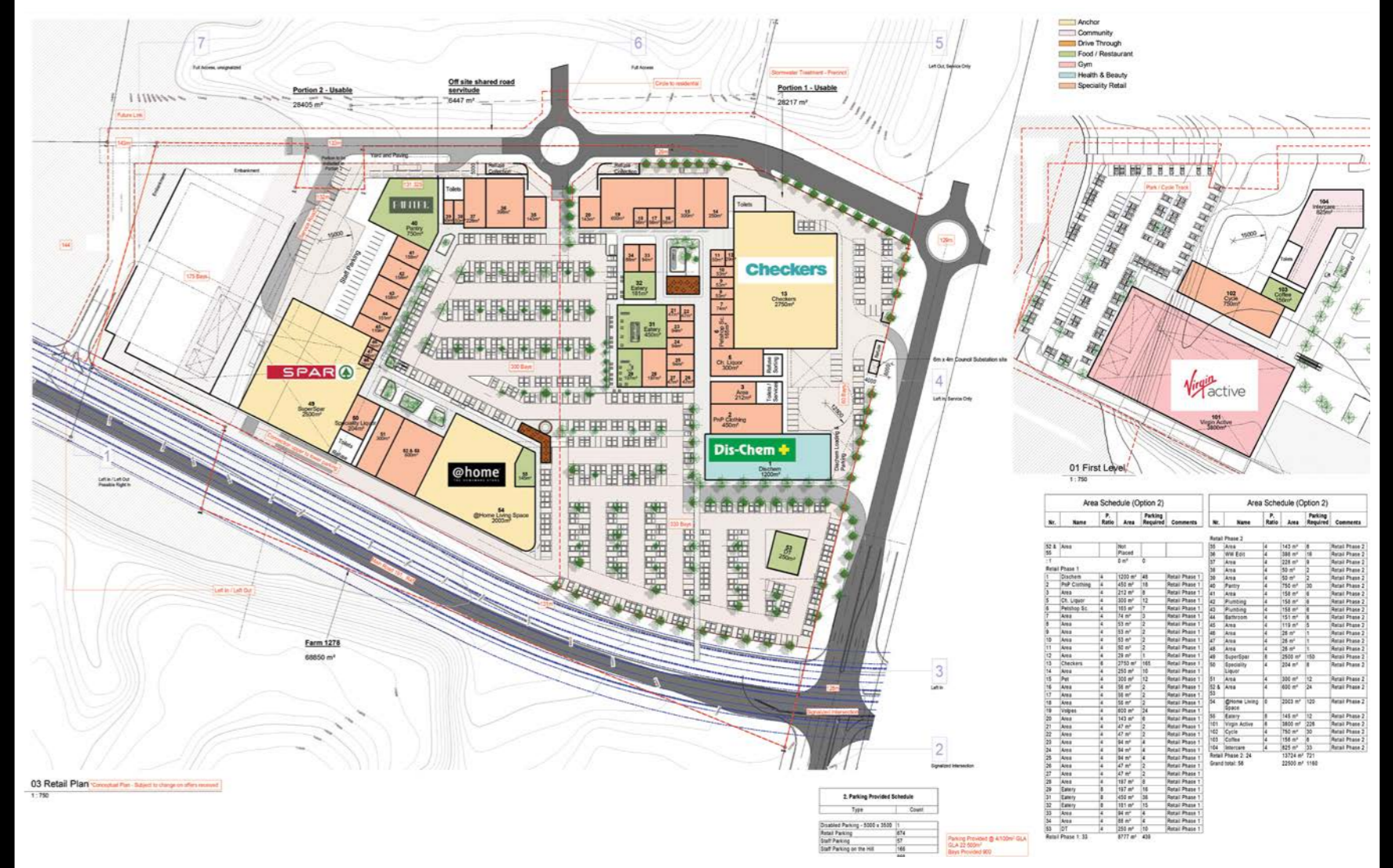
# B Location Map

## THE LOCATION

-  Estates
-  New Urban Infill
-  Existing Urban
-  Industrial Zone
-  Green Area
-  Mountain Ranges



# B The Retail Plan





BRICKFIELDS

---



Tel: +27 10 020 1810  
Email: [info@retailafrica.co.za](mailto:info@retailafrica.co.za)  
Web: [www.retailafrica.co.za](http://www.retailafrica.co.za)

1 Melrose Square, Amdec House,  
Office 303, Melrose Arch, 2076,  
P O Box 877, Melrose Arch, 2076

© Retail Africa