

Sevens is coming to Hazeldean

A spectacular new Sevens furniture store which will incorporate a Pappachino's family restaurant is being built in the burgeoning Hazeldean precinct to the east of Pretoria.

The R25m double-volume Sevens building represents the first phase of Hazeldean Homeworld, a new décor and lifestyle centre which is already taking shape on the corner of Silver Lakes Road and Lynnwood Road extension.

This will, says Jurgens Prinsloo of developer Abland, significantly enhance the retail experience for the residents of Hazeldean, which already has a shopping centre anchored by Pick 'n Pay and Woolworths Foods and boasting a good variety of restaurants and convenience stores.

The Sevens store will be the fourth in the furniture group, which was started in 1978 to offer well-designed, quality furniture at affordable prices and outstanding personal service. It imports contemporary and classic furniture and accessories from seven Eastern countries, four European countries and Scandinavia while also setting new trends with products from its SA factories.

The group's other multi-storey showrooms are in Northcliff and Fourways in Johannesburg and in Décor Park, Centurion. Its unique store in Fourways with its Dockside architecture featuring brick, steel and glass over six levels is the perfect setting for furniture displayed in natural light, and since being built in 2002 has become a benchmark for furniture stores worldwide.

However, says Prinsloo, the Hazeldean store promises to be even more spectacular, with a light, airy, double-volume display hall of over 2000sqm and a Pappachinos outlet that opens out on to the street with a children's play park.

Designed by leading retail architect Rob Bray, the store will be a quirky yet sophisticated architectural icon in white and red. It uses little energy to operate and the interior is lit from an interesting daylight design roof structure. The display of furniture is over two levels which are linked by pedestrian ramps that "float" through the well-lit space and out over a water feature with sculpture.

Prinsloo says Sevens is scheduled to open on Saturday 31 October.

Meanwhile, the buying power of residents in the Hazeldean and neighbouring developments continues to increase rapidly, as growing numbers of stand owners in the area complete their new homes and local offices and schools fill up.

And according to Sable Homes, which was responsible for much of the early development in Hazeldean, employees of all the new shops and businesses are also swelling the demand for local rental accommodation. This includes the studio and loft apartments it is currently letting at its Oukraal development for between R2800 and R3200pm.

"In short," notes Prinsloo, "Hazeldean is emerging as a whole new suburb with thousands of homeowners and Sevens will not be the only company to spot a huge new market here for furniture and other household goods of every kind."