



Expertly curated interiors that seamlessly integrate style and function to suit your luxurious, sophisticated lifestyle

curated luxury made easy

interiors for busy urban lifestyles

You're investing in Cape Town's newest, most prestigious address. It's a building that showcases cutting edge architectural design in a city of breathtaking beauty. It's the ultimate investment. Naturally, you'll want to showcase its elegance, sophistication and contemporary aesthetic, from the inside out.

But, we get it. You're busy living. Too busy to trawl the stores to find the perfect interior pieces to match the exterior quality.

Leave it to us, Cape Town's leading team of interior designers. Our design aesthetic follows style and quality rather than trends and fads. Our eye for design matches your own. It's our job to curate your interior design for you, creating the space you want without taking up all your time.

We'll present a collection of pieces designed to complement the Paradigm's high standards and your fine taste. Each piece is selected to enhance your investment and beautify your space. They're designed for living, from day one. From freshly cut flowers to the most comfortable couches, our selection seamlessly integrates form with function, beautifully.



come home to calm

Come home to serenity, tranquility, calmness. It's barefoot elegance – and you don't have to lift a finger to make it happen. We design, deliver and install. All you have to do is move in.

We've curated a range of bespoke furniture designed to complement the sophisticated atmosphere of an inner-city refuge. Unlike the bustling city outside and the building's complex geometric architecture, the interior design introduces a neutral palette and light spaces in a calm, elegant combination.

The timeless, considered style of our bespoke furniture aligns perfectly with the overall interior design aesthetic. We want you to relax, to feel at home, to kick off your shoes and put your feet up.

The colour palette is inspired by Cape Town's natural beauty: the stone of a nearby quarry, and accents drawn from the vibrant sunrises and sensual sunsets over the city.

While maintaining a generally neutral palette, the furniture emphasises shape and texture with strategic moments of colour.

This cohesive palette extends throughout the entire apartment, ensuring the interior reads as one unified whole, offering a true sense of spaciousness. Compact, space-saving details are integrated throughout to maximise function and style.

What's more, the products we select are locally manufactured. They're durable, too, for busy rentals, easily repaired and quickly replaced when necessary.



S

**studio
apartment
or similar***

accurate representation of
furniture and fittings for a
typical studio apartment

**flight sofa**

clean lines and contemporary design with exceptional comfort. It features a generous seat depth; for maximum comfort, soft back cushions, and a sleek armrest design, making it perfect for stylish lounging.



S

studio apartment or similar*



lounge

2 seater sofa
coffee table
rug
tv console
mirror

bedroom

rug
headboard
bed
nightstand x 2
bedside lamp x 2
bedding + towels x 2
curtains

outdoor

outdoor side table
outdoor chair
potted plant x 1

other

artwork + styling accessories
kitchen utility essentials



R225 000 - R250 000 ex vat

Disclaimer: Furnishing costs will vary based on the selected unit type. All images, plans, and drawings are provided solely for guidance purposes. An inventory list for each apartment type is available upon purchase.

1

one bed apartment or similar*

accurate representation of
furniture and fittings for a
typical one bedroom apartment



raft bed + headboard

Inspired by the flowing simplicity of modern minimalism, the Raft bed offers unparalleled versatility, seamlessly complementing a variety of looks. It features a low, upholstered frame and clean lines



1

**one bed
apartment
or similar*****lounge**

2 seater sofa
side table
rug
dining table
dining chair x 3
tv console

bedroom

rug
headboard
bed
nightstand x 2
bedside lamp x 2
bedding + towels x 2
curtains

outdoor

outdoor dining set
outdoor chair
potted plants x 3

other

artwork + styling accessories
kitchen utility essentials

**R300 000 - R350 000** ex vat

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2

**two bed
apartment
or similar***

accurate representation of
furniture and fittings for a
typical two bedroom apartment

**pebble coffee table**

This contemporary classic feature is a combination of steel and oak veneer, with an elegant and efficient footprint



2

two bed
apartment
or similar***lounge**

2 seater sofa	
coffee table	
rug	
dining table	
dining chair	x 6
armchair	x 2
side table	
tv console	

bedroom

rug	x 2
headboard	x 2
bed	x 2
nightstand	x 4
bedside lamp	x 4
bedding + towels	x 4
curtains	

outdoor

outdoor chair	
potted plant	x 1

other

artwork + styling accessories
kitchen utility essentials



R530 000 - R600 000 ex vat

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THE PARADIGM X

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