

Thebe Magugu Joins Belmond for Luxury Hospitality Debut in Cape Town

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South African fashion designer **Thebe Magugu** is stepping into new creative territory this December with his first foray into **luxury hospitality design**. In partnership with **A Belmond Hotel, Cape Town**, Magugu will bring his acclaimed **Afro-modernist vision** to the iconic **Mount Nelson**, reimagining one of its Signature Suites as a celebration of African culture, design, and art.

The suite, set across two floors, will open for bookings in December and marks the **inaugural Designer Residence concept** by Belmond, the luxury group owned by **LVMH Moët Hennessy Louis Vuitton**.

An Afro-English Aesthetic

Working alongside interior design studio **StudioLandt**, Magugu has created what Belmond describes as an “**elegant trove of South African culture, design and storytelling**.” The design embraces an *Afro-English* aesthetic, artfully blending British influences with South African craft traditions.

Guests will find a **lobby, lounge, dining area, walk-in wardrobe, and bedroom with en-suite**, all defined by a palette of **vibrant greens, harvest tones, and organic textures**. Details include **hand-sketched wallpaper, timber and stone accents, and hand-carved furniture**, infusing the suite with warmth, history, and authenticity.

Preservation Through Design

Reflecting on the project, Magugu said:

“My work is rooted in preservation. I created this suite with the intention of offering guests the experience of living within a space that encapsulates our culture through art, craft, and history—while also providing ease and comfort, reflective of the gracious hospitality the Mount Nelson has extended for over 126 years.”

This milestone coincides with the **10th anniversary of Magugu’s brand**, a decade defined by his ability to blend cultural narratives with contemporary fashion.

Magugu House: Fashion Meets Art

Extending the vision beyond the suite, Magugu will open “**Magugu House**” on **November 10**. Positioned as part concept store and part cultural institute, the space will showcase **limited-edition collections, archival garments, and accessories**, alongside curated artworks by leading African artists. Designed as a **fusion of fashion, art, and cultural**

dialogue, Magugu House will be open to the public.

Belmond's Creative Legacy

For Belmond, this partnership builds on its reputation for working with **visionary creatives**. Past collaborations include **Wes Anderson's redesign of the British Pullman carriage** and **JR's Venice Simplon-Orient-Express project**.

Neal Ludick, Director of Interior Design at Belmond, praised Magugu's contribution:

"Thebe Magugu's approach to design is rich in narrative, deeply authentic, and unmistakably alive. It's a striking interpretation of cultural dialogue expressed through clothing and space. Who better to honour and evolve Mount Nelson's iconic legacy?"

With this debut, Magugu's artistry transcends fashion, positioning him as a **cultural storyteller across disciplines**, and furthering Africa's influence in the global luxury landscape.

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