

## **MEDIA RELEASE**

**For immediate release**

### **Sub-suburban chic is the new property buzz word**

Property analysts have long predicted that lifestyle estates will continue to be one of the major property trends heading into 2015, and beyond. But new analysis reveals that not all lifestyle estates are equal.

The bigger demand, increasingly, is for those estates with a luxury country feel, says Paul-Roux de Kock, of data analytics group Lightstone, which is responsible for the influential annual Financial Mail Top Suburbs survey.

“Growth in the lifestyle estate market is driven mainly by an increased need for security, less travel on congested suburban roads and a general countryside feeling without compromising on benefits offered by city living.”

Niels Andersen of Cypraea Sands Estate on the East Coast agrees. “Investors are increasingly looking to combine security with convenience and elegant, upmarket living. This is a trend that we will continue to dominate, home investment for both first-time and multiple home owners for some time to come.”

Situated just 25 minutes from East London on the East Coast Resorts Road, Cypraea Sands embodies the trend towards country-feel estates that De Kock flagged.

It is close enough to East London to benefit from easy access to major schools, shopping complexes and business centres, yet secluded enough from the hustle and bustle of city life to epitomise authentic country living.

The beautifully designed coastal estate brims with birdlife and offers those looking for a slower, more authentic lifestyle, perfect sub-suburban chic and tranquillity. And yet it ticks all the must-have boxes of the upwardly-mobile family or young executive who works and plays in East London or King William’s Town and wants an easy, hassle-free commute.

“Buyers are much more discerning than ever before,” says award-winning South African lifestyle architect Paul Phillips. “They want homes that offer a truly unique design look, that are practical,

energy efficient and make full use of the environment, to say nothing of the spectacular views that country estates are often surrounded by.”

This trend was a huge inspiration in both the site architecture and overall design of Cypraea Sands Estate, which has been designed to complement the natural landscape of the exquisite East Coast while minimising environmental or ecological impact.

“Our investors want peace of mind and uncompromising security, but they also demand a higher quality lifestyle than what is available to the average city dweller,” Andersen says. “Estate living today is about a superior lifestyle choice.”

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### **About Cypraea Sands Estate**

Cypraea Sands Lifestyle Estate, situated at the gateway to South Africa’s renowned Wild Coast, 30 kms north-east of East London, is an eco-friendly exclusive enclave of up to 77 classic homes, designed for refined yet casual coastal living.

The concept of the estate was created for those people that have the time and the means, as well as the desire, to enjoy the finer things in life. This tightly secured, fenced and guarded property is amongst the finest country-coastal lifestyle estates in the world, with the added access to health care and assisted living.

Cypraea will appeal to both first and multi-home residents. The friendly ambiance in this select community will give owners the opportunity to create harmonious living experiences to suit their needs. There are a host of wonderful leisure and sporting facilities, either on the estate or within close proximity. Depending on one’s mood, tranquility and relaxation can interchange seamlessly with exercise and action.

You will not need to move home again, Cypraea Sands Lifestyle Estate provides you with direct access to Cypraea Sands Seniors Village with life rights units and full medical care.

- For more information visit: <http://www.cypraeasands.co.za>

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