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### **'Loft in a Box' make stylish city living effortless**

Aengus Property Holdings is making upmarket city living even easier with the launch of Loft in a Box, a new concept which will allow customers to furnish an entire apartment with top quality furniture at affordable prices.

Loft in a Box provides customers with a complete lifestyle solution, extending the Aengus loft living experience to an aggressively priced range of furniture, accessories and finishes. These packages of high quality, contemporary furniture have been manufactured especially for Loft in a Box, and give customers a unique opportunity to furnish an entire apartment at once.

Aengus has redeveloped a number of inner-city buildings in Johannesburg and Durban, creating highly desirable loft living spaces where once there were unused or derelict buildings. Aengus MD Richard Rubin said that the company had seen major demand for good quality furniture amongst Aengus' residents in these buildings, and that the creation of the Loft in a Box division was a natural outgrowth of this demand.

Rubin said Aengus had been founded on the principle that it would provide its tenants with a lifestyle solution. "We have always focussed on, and succeeded in attracting high quality tenants to our upmarket buildings. Loft in a Box is a logical next step in attracting and retaining the best tenants."

Loft in a Box will be run by general manager Dean Solomon, who has extensive experience in supplying retail custom made furniture. "This concept is genuinely unique in this market. Regardless of whether the customer has a natural flair for interior design, we can now offer them the best package for their home environment."

Loft in a Box's furniture is not mass produced, and Solomon said the division has made a point of sourcing items that will fit into the apartments and optimise the space, as well as complement the themed design of the apartments. "It was important to us that the furniture added to the loft experience." Solomon said Loft in a Box can assist customers in selecting colours and fabrics and picking the right interchangeable accessories to compliment that design. Loft in a Box offers a variety of different colour schemes and finishes. "We have given customers five distinct packages to choose from - Tokyo, Milan, New York, London and Paris," Solomon said.

He added that Loft in a Box was making trendy, contemporary furniture available at wholesale prices for a market that has had very little access to this type of product before. "Customers have a variety of financing options available to them - they are not limited to paying cash for their furniture". He said packages start at R10,500 and go up to R35,000, making them far more affordable than buying furniture items individually. These complete packages allow them to furnish entire apartments at once. "This is also a major advantage of Loft in a Box - our customers don't have to buy a bed one month, a table the next month and so on."

Customers will not be able to buy single items of furniture, but will rather benefit a package of items which include a well-planned variety of large and small items which may include a TV stand, coffee table, ottomans and bar stools.

Packages can be tailored to specific apartments. "We know the exact measurements for each Aengus apartment. If the customer is in studio apartment, for example, we will know exactly what type of couch will fit."

He said Loft in a Box is lifestyle solution for anyone looking for modern furniture solutions, and not just Aengus residents. "Loft in a Box will be made available to owners and investors in the area, giving current developers of other apartments who would like to supply tenants with furnished apartments the opportunity to significant add value to their properties." Solomon said that recent research into property in the city shows that an investor can expect to attract an extra 20-25% income per month by letting a furnished apartment.

Rubin added that Loft in a Box was an important new component in the drive to attract the best possible tenants to the city centre. "The more people we attract to the city, the more we increase demand for quality retail, food outlets and other amenities. Eventually this will attract more businesses to invest in the city. It's a circle where one feeds the other thus, ultimately contributing to the upliftment of Johannesburg's city centre."

The Loft in a Box showroom is at Aengus' flagship Lofts @ 66 development at 66 Smal Street, on the corner with Pritchard Street in central Johannesburg.