

# Launch issue of *VIEWES*, the journal of Delaire Graff Estate, released

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PURE is delighted to announce the launch edition of Delaire Graff Estate's luxury newsprint publication, *VIEWES*.



The new biannual publication is a valuable addition to the Delaire Graff Estate portfolio. Known as the 'Jewel of the Cape Winelands', Delaire Graff Estate offers an incredible experience combining elegant dining, wine, art, merchandise and hospitality in a stunning Stellenbosch Valley setting.

*VIEWES* is set to cover the many facets of the Estate's incredible offerings. The launch edition includes a look into the founding years and vision, the history of the incredible company of Graff Diamonds; highlights the new acquisition to the Estate art collection, *Morphous*, from South African artist Lionel Smit and an exploration of the work of FACET, Laurence Graff's charitable foundation.

In close collaboration with the Delaire Graff Estate team, the newsprint journal has been elegantly designed and produced by the luxury brand and communications agency PURE Creative. The homage to the beautiful Estate will add value to the experience of visitors by helping them more intimately understand this exclusive property.

PURE Creative is South Africa's premier design and communications agency, working for a wide variety of clients both nationally within South Africa and globally for over a decade.

To obtain a hard copy of *VIEWES*, visit Delaire Graff Estate or view online by [clicking this link](#).

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