



Press release
3 November 2022

54 on Bath celebrates 25 years of luxury in Rosebank

Southern Sun's iconic luxury boutique hotel, 54 on Bath is celebrating 25 years since it originally opened as The Grace in 1997. Built with meticulous care for the discerning guest, it has been the hotel of choice for luxurious city escapes, unforgettable celebrations, and fine dining experiences ever since. Formerly opened by the Brand family, modelled on a stately old-London manor house and designed by architect Guy Steenekamp, the striking red-brick building is a landmark on the corner of Bath and Tyrwhitt Avenues in Joburg's upmarket suburb, Rosebank.

Following its sale by the Brands in 2007 and subsequent closure in 2011, Southern Sun's acquisition of the hotel ten years ago, saw it receive a new lease on life with a refurbishment of the interiors and re-opening in 2012. Southern Sun's R110 million investment transformed it into the award-winning luxury boutique hotel that it has become renowned for over the last decade. The refurbishment was undertaken by David Muirhead Interiors, who restored many of the hotel's original furniture items and introduced complementary new pieces in a fusion of art-deco chic. In tribute to The Grace, items such as the original Tinus de Jongh painting in reception remain as key features at the hotel today.

Commenting on the milestone, Marcel von Aulock CEO of Southern Sun said, "We've been careful to maintain the hotel's unique character, offering a signature blend of hospitality, luxury and service in a classic setting. Over the years we've had the pleasure of hosting guests ranging from royalty to statesmen, to those celebrating special occasions, to business travellers – many of whom return because 54 on Bath is a special hotel in a class of its own – and we look forward to welcoming them for decades to come."

Synonymous with celebrations, the hotel's Maison Perrier-Jouët Champagne bar, is renowned as the most intimate bar in Joburg serving a variety of fine Champagne, signature cocktails and wines. Adjacent is the Level Four restaurant where executive chef Kalpesh Hansjee serves an exceptional fine dining menu, including the restaurant's famous high tea buffet. The recent re-opening of the hotel's Lobby Lounge Bar, known for serving fine whiskeys, represented a return to the hotel's full suite of offerings following its temporary closure during the Covid-19 lockdowns.

On Wednesday, 2 November 2022, close friends of the hotel, dignitaries, longstanding guests, members of the opening team, and founders Mr. and Mrs. Chippy Brand gathered to celebrate the hotel's milestone anniversary at an elegant cocktail party at Level Four.

Guests were entertained from arrival by the hotel's resident pianist, Will Sibeko, followed by a performance from local music duo Allegro Soul in Level Four. The evening's headline performance was delivered by Louise Carver who entertained guests with well-known favourites and new music from her recently released 2022 album.

Southern Sun CEO Marcel von Aulock delivered a speech retracing the group's journey with the hotel since acquisition ten years ago. Former owner, Chippy Brand took guests on a walk down memory lane sharing memories of The Grace's opening. General Manager of 54 on Bath, Madeleine Roux, raised a toast to the hotel's 25th anniversary with the cutting of a four-tier cake made specially for the occasion by Pastry Sous Chef, Yvette Kirsten. Executive Chef Kalpesh Hansjee and his brigade re-engineered selected dishes from The Grace's original menu, served along with 54 on Bath's signature dishes to complete the celebration.

Awards and accolades

54 on Bath has been the proud recipient of numerous awards and accolades over the years, having won many Travellers' Choice Awards, as well as having received a number of Certificate of Excellence awards:

- 2022 Booking.com Traveller Review Award
- 2022 Travellers' Choice Award
- 2021 Travellers' Choice Award
- 2019 Travellers' Choice Award
- 2018 Certificate of Excellence Hall of Fame Award
- 2018 Travellers' Choice Award
- 2017 Certificate of Excellence Award
- 2017 Travellers' Choice Award
- 2016 Certificate of Excellence Award
- 2016 Travellers' Choice Award
- 2015 Travellers' Choice Award
- 2014 Certificate of Excellence Award
- 2014 Travellers' Choice Award

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Southern Sun is the leading hospitality group in Southern Africa with hotels in South Africa, Africa, the Seychelles and the Middle East. Southern Sun's portfolio of brands includes award-winning luxury hotels such as 54 on Bath, Arabella Hotel, Golf & Spa, the Beverly Hills, Mount Grace Hotel & Spa and the Sandton Sun & Towers, as well as trusted economy offerings such as StayEasy and Sun1, well-known full-service brands such as Southern Sun Hotels, SunSquare and Garden Court, and a collection of resorts in idyllic settings. For more information, visit southernsun.com, follow us on Twitter (@SouthernSunGrp), Instagram (@SouthernSunHotels), Facebook (Facebook/SouthernSunHotels) and LinkedIn (@Southern-Sun).