POLO · ART · FLAVOUR · STYLE

ABSA DU CHAMP POLO 2027

Where mastery meets story.

Live from Val de Vie Estate, Paarl–Franschhoek Valley, Cape Winelands, South Africa — Saturday 6th February 2027





LIVE ON THE FIELD



VAL DE VIE ESTATE



ON-FIELD STYLE



TROPHY PRESENTATION

EVENT OVERVIEW

Absa Du Champ is South Africa's newest luxury cultural property — a single day of world-class polo, collectible African art, chef-led dining and fashion staged at Val de Vie Estate in the Cape Winelands. Built around the philosophy "Where Mastery Meets Story," it was created for an audience of corporate leaders, luxury consumers, creatives and cultural tastemakers.

The property made its debut on 7 February 2026 to a sold-out crowd of 600 guests — 80% driven by corporate groups — and generated over 3.7 million in ATL reach through Sunday Times Lifestyle, Wanted and Business Day. Absa Du Champ returns to Val de Vie Estate on Saturday 6th February 2027 for its second chapter, offering broadcasters live access to the polo, and a curated highlights package built from the day's wider cultural programme.

PRODUCTION DETAILS

DATE
Saturday, 6th February 2027

VENUE
Val de Vie Estate, Paarl–Franschhoek Valley, Cape Winelands, South Africa

LIVE COVERAGE
2 x Live Polo Matches

HIGHLIGHTS
1 × 52-minute Highlights Programme

COMMENTARY
English

DELIVERY
IP

2026 PARTNERS INCLUDED

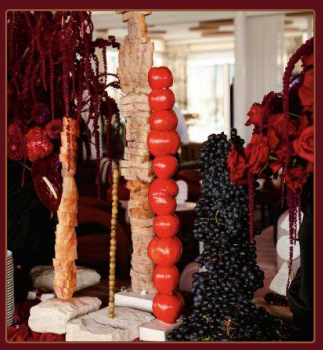
RIEDEL · ASTON MARTIN · GALLERY MOMO · LAURENT-PERRIER · WHISPERING ANGEL · GLENFIDDICH · BELMOND MOUNT NELSON HOTEL · METRIKA REAL ESTATE DUBAI

THE LOOK & FEEL

A PROPERTY BUILT FOR THE LENS

Chapter-led storytelling across polo, art, flavour and style.

















BROADCAST LICENSING

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