

Diamond Pavilion - a glittering attraction

Diamond Pavilion continues to add even more variety to the Northern Cape's dazzling shopping experience and is beating the economic blues due to its popularity with shoppers.

With renovations and the new entertainment centre completed, Diamond Pavilion shopping mall now accommodates 100 retailers in roughly 35 000 m² of exciting retail space, and provides free customer parking for 1 500 cars.

Diamond Pavilion's commitment to its community means more and more people have been drawn to the most comprehensive and convenient shopping experience

in Kimberley and the Northern Cape region.

It is the loyalty of its shoppers that has enabled Diamond Pavilion to once again show and increase in turnover despite the global economy down turn. Most stores reported increased sales and agreed that the mall definitely attracted more customers than usual with foot-flow increasing by 24% during the December festive period. ■



An aerial view of Diamond Pavilion