



Design is at the Core for Pure Africa

Design, style and absolute flair are personally driven across all aspects of Pure Africa.

At Pure Africa the fundamentals of design and style are purposely applied to all aspects of the company. Personally driven by Elisabeth and her Italian partner Enrico Longhi, who enjoyed a long career in fashion in Como, a city that bursts with art and culture. Together they approach all of Pure Africa's projects with a blend of worldly sophistication and Italian elegance, always drawing inspiration from the natural elements, local arts, crafts and sustainability of materials found in around the Zambezi River.

This theme was evident with the restyling of the Zambezi Explorer, Zambezi Reflections, Pure Africa Waterfront, Pure Africa Eatery, as well as to the uniforms, fabrics, chairs and light fittings upgraded during 2020. Design is an integral part of Pure Africa's identity and is certainly what sets the sophisticated Zambezi Explorer apart.

The recent refurbishments were undertaken with the help of local community non-profit Greenline Africa, with drinking glasses cut from our used bottles at the Victoria Falls Recycling, carpets woven by an NGO in Bulawayo and a carpenter brought onboard to brighten up all of the woodwork. The entire process was closely overseen by Elisabeth and Enrico.



The details of the handwoven Ndebele Chair on the Zambezi Explorer Luxury Deck.



Embossed cushions and chair covers, on the Zambezi Explorer.





Drinking glasses cut by Victoria Falls Recycling, in use across all of our boats and venues.



Creative duo Elisabeth Curiger and Enrico Longhi onboard the Zambezi Explorer.