

A close-up portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a white, short-sleeved top with a subtle pattern. The background is softly blurred, showing green foliage.

Claire Allen

BRAND · FOOD · EXPERIENCE CURATION

Find Claire Allen online:





Claire Allen is a celebrated food entertainer, creative curator, and the founder of **Top of the world**, a luxury experiential agency based in Cape Town. With nearly two decades of experience across food, hospitality, events, and creative direction, Claire has established herself as one of South Africa's most dynamic culinary personalities.

Her career stepped into national spotlight after her appearance on masterchef South Africa in 2014. Already deeply passionate about food and the power of shared experiences, the show amplified her platform and opened the door to major opportunities in the culinary and entertainment space. She quickly became a sought-after celebrity chef, headlining the good food & wine show, appearing regularly on SABC 3's expresso breakfast show, and representing South African cuisine at international events such as taste of london. She also co-created and performed in the much-loved live stage production short chef skinny chef, bringing culinary entertainment to audiences across the country.



Claire's entrepreneurial journey began far earlier. At just 17, she founded Signature Productions, an events and production agency responsible for managing and executing high-profile activations, brand launches, and corporate events including the launch for Black Bottle and Bain's Cape Mountain Whisky. This early foundation shaped her signature blend of creativity, commercial understanding, and impeccable execution.



PLAY VIDEO



These offerings are tailored for corporates, premium brands, lifestyle partners, hospitality groups, and private clients seeking elevated, unforgettable experiences.

If you're looking to elevate your next event, brand activation, content project, or culinary experience, Claire would love to collaborate.

Today, Claire channels her expertise into **Top of the World**, designing and delivering elevated hospitality experiences for both local and international clients. From intimate sunset dinners on Table Mountain to high-end corporate conferences and bespoke VIP activations, her work weaves together food, design, storytelling, and sensory immersion.

In 2025, she launched **Parlour**, a stylish brunch pop-up in Sea Point. Centred around good food, great bubbles, and live music, Parlour is the realisation of a long-held creative dream and just one of the many entrepreneurial concepts Claire continues to bring to life.

Claire offers a carefully curated selection of services across food, brand, and experience:

- Event Hosting, MCing & Public Speaking
- Culinary Demonstrations & Cooking Classes
- Brand Partnerships, Campaigns & Ambassadorships
- Pop-Up Restaurants & Experientia Dining Concepts
- Recipe Development, Food Content Production & Video Shoots
- Creative Direction for Food, Hospitality & Lifestyle Brands
- Bespoke Experiential Event Curation through Top of the World





Get in touch to bring something truly magical,
memorable, and meaningful to life.



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