

# 380 LONSDALE STREET

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Situated in the absolute heart of the city, 380 Melbourne elevates style, amenity and convenience to luxurious new heights.

*The height of luxury,  
in the heart of the world's  
most liveable city.*

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Melbourne is a place that needs no introduction. Named the world's most liveable city every year for the last six years, it's renowned for glorious parks and sandy bayside beaches, retail shopping and stadium sports, good coffee and fine dining, festivals and the arts, universities and multiculturalism.

With so many of these attractions either within the city's compact CBD, or just a stone's throw away, it's easy to see why so many seek not just to live in Melbourne, but to ensure their home is as close as possible to the city centre.

And easier still to appreciate the many advantages of a 380 Melbourne address.

Situated in the absolute heart of the city, its shimmering towers will incorporate a variety of residences, a boutique hotel managed by one of the world's premier luxury hotel operators, and a long list of class-leading amenities, all complemented by a selection of ground floor retail and the convenience of having the best of Melbourne on your doorstep.



*Artist's impression — Lonsdale Street*



- 01 — Royal Botanic Gardens
- 02 — Albert Park Lake
- 03 — National Gallery of Victoria
- 04 — Arts Centre
- 05 — Federation Square
- 06 — Flinders Street Station
- 07 — Southbank
- 08 — Crown Entertainment Complex
- 09 — Melbourne Exhibition and Convention Centre
- 10 — Docklands
- 11 — Collins Street
- 12 — Bourke Street Mall
- 13 — Emporium Melbourne
- 14 — QV Shopping Centre
- 15 — Chinatown
- 16 — Melbourne Central
- 17 — State Library of Victoria
- 18 — RMIT University
- 19 — Flagstaff Gardens
- 20 — Queen Victoria Market

380  
MELBOURNE



Artist's impression



*A heartbeat from  
everything Melburnians  
love about their city.*

Whether you know Melbourne intimately, or simply by reputation, the convenience of 380 Melbourne's central location are clear.

Situated at the geographic and retail heart of the CBD, its 380 Lonsdale Street address transforms Melbourne into a truly walkable city, and puts everything that Melburnians love most just a short stroll away.

With both tram and underground rail stops only moments from your door, 380 Melbourne is also perfectly positioned to take full advantage of the city's highly efficient public transport system.

**SHOPPING**

- 01 Melbourne Central
- Coles supermarket
- Hoyts Cinema
- Woolworths Metro supermarket
- 02 QV Shopping Centre
- A.P.C.
- Aesop
- Big W
- Daiso
- Harvey Norman & Domayne
- QV Medical Centre
- Woolworths Supermarket
- 03 Emporium Melbourne
- Camper
- Din Tai Fung
- Hugo Boss
- Lacoste
- Marimekko
- Miiji
- Swarovski
- Topshop/Topman
- Uniqlo

- 04 Melbourne GPO
- H&M
- 05 Bourke Street Mall
- David Jones
- Myer
- Zara
- 06 Royal Arcade
- 07 St Collins Lane
- 08 Block Arcade
- 09 Collins Street luxury brands
- Bang and Olufsen
- Cartier
- Dior
- Giorgio Armani
- Gucci
- Harolds
- Hermes
- Louis Vuitton
- Prada
- Rolex

**ARTS AND CULTURE**

- 10 Ian Potter Museum of Art
- 11 Nova Cinema
- 12 Melbourne City Baths
- 13 Princess Theatre
- 14 Her Majesty's Theatre
- 15 Athenaeum Theatre
- 16 Regent Theatre
- 17 Kino Cinema
- 18 Federation Square:  
The Ian Potter Centre  
ACMI
- 19 Arts Centre Melbourne
- 20 Hamer Hall
- 21 National Gallery of Victoria
- 22 M Pavilion
- 23 Melbourne Recital Centre
- 24 Australian Centre for Contemporary Art
- 25 Sidney Myer Music Bowl

**MEDICAL**

- 25 Medical Precinct
- Victorian Comprehensive Cancer Centre
- The Royal Women's Hospital
- The Melbourne Royal Hospital
- Howard Florey Institute
- The Royal Children's Hospital
- Walter and Eliza Hall Institute  
of Medical Research
- 26 St Vincent's Hospital

- Parks and gardens
- Education precincts
- Shopping precinct
- Medical precinct
- \$ Banks
- 🚗 Car hire



*Artist's impression*





*A design  
that stands tall on  
every level.*

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Designed by Elenberg Fraser—a multi award-winning, integrated architecture practice operating across the Asia-Pacific region—the dual towers of 380 Melbourne make a striking addition to the mid-town cityscape.

The forms of the towers appear as a cascade of silver ripples; a distinctive vertical rhythm achieved through the incorporation of moulded bay windows across the building's façades. An idea that also maximises the view aspects and floor space of the many bay window residences.

A low level podium unites the towers at street level. Sheltered from the public gaze, the podium's top two floors host the building's many resident amenities; those below, expressed as an exuberant interplay of floating orthogonal pods, accommodate a variety of hotel, commercial office and retail uses.

The design also features a covered pedestrian link, complete with six-storey green wall. Connecting Lonsdale and Little Lonsdale Streets, it enables residents to access the building from either direction and, true to Melbourne's vibrant laneway culture, will allow for a mix of boutique hospitality and retail uses.

The exacting planning and detail rich design sophistication that sets 380 Melbourne apart at both street and skyline levels, carries through to the interior of each and every residence. Unrivalled in its combination of style, amenity and convenience, it's an address that elevates inner city living to luxurious new heights.



Artist's impression — Lonsdale Street



Artist's impression — Lonsdale Street



*The city's  
laneway culture starts  
at your doorstep.*

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Melbourne is famous for a great many reasons—parks and gardens, bayside beaches, shopping and dining, theatre and the arts, sports of all sorts—but it's the iconic laneways that really set the city apart.

Explore even just a few of Melbourne's alleys, lanes and arcades and you'll soon appreciate why. An emerging fashion label here, an artisan jeweler there, a hidden whisky bar, pop-up store or standing-room-only coffee roaster somewhere else—there's always something new and surprising to find, see and experience.

At 380 Melbourne you'll be immersed in the city's famed laneway culture the moment you step out of the building, and into the activity and energy of Timothy Lane.

Protected from the elements, enlivened by a diverse mix of local retailers, and beautified by the mass plantings of its stunning green wall, 380 Melbourne's very own pedestrian thoroughfare will provide direct and convenient access to both Lonsdale and Little Lonsdale Streets, and all the marvellous parts of Melbourne beyond.



Artist's impression — Timothy Lane



Artist's impression — Little Lonsdale Street





# NORTH TOWER

From the grandeur of its architecture, to the exquisite beauty of its smallest interior detail, there is much to admire about 380 Melbourne.



*A unique residential  
living experience inspired by the  
architecture of Elenberg Fraser.*

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As with all Elenberg Fraser projects, the architecture and interior design of 380 Melbourne are sensory—an expression of unique identity that residents will feel, as well as see.

It will be evident in the synthesis of colour and texture throughout the building's lobby, and the grand sense of arrival it creates.

You'll experience it in the considered modernism of your light-filled residence: its clean lines, flowing spaces, sophisticated palette of materials, and distinctive touches.

And it will inspire you anew, each time you relax in the tranquil expanses of 380 Melbourne's rooftop garden, entertain friends in the indulgent luxury of its private dining rooms, or partake in any of the other stunningly realised resident amenities.



*Artist's impression — Eastern façade glazing*





*Artist's impression — South view, level 62*





*Artist's impression — Sectional view of kitchen living area, light scheme*







Artist's impression — Sectional view of kitchen living area, dark scheme



*Shown here with optional microwave and dishwasher drawer*



Artist's impression — Kitchen, light scheme

Shown here with optional microwave and dishwasher drawer





*Artist's impression — External view of bedroom and living area*





*Artist's impression ——— Sectional view of bedroom, walk in robe and ensuite bathroom*







*Artist's impression — Ensuite bathroom, light scheme*



# AMENITY

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With its many sublime spaces for exercise, recreation and relaxation, 380 Melbourne lets you live life to the full, without leaving the building.

## *A home life to envy*

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At 380 Melbourne, a sophisticated home to call your own in the heart of the city is just the beginning. As a resident, you'll also enjoy access to a phenomenal selection of in-house facilities and amenities, all presented in the most stylish of surrounds.

If fitness and wellbeing are your focus, you'll find a range of healthy options at the ready, including a gymnasium, yoga and personal training studio, 25-metre indoor heated pool and a spa, steam room and sauna.

Or maybe you'd prefer to exercise your culinary skills? If so, 380 Melbourne's selection of private dining rooms will allow you to cook up a storm for family, friends and neighbours.

For more casual dining, there's also an outdoor BBQ area. Or for entertaining of an entirely different nature, there's a private cinema, a karaoke room complete with its own bar, and a games room featuring foosball, table tennis and a giant TV.

There's no shortage of quiet spaces, either. The rooftop garden terrace is perfect for 'me time', a good read is always on offer at the library and study space, while the exquisite resident's lounge provides the perfect buffer between the buzz of the city, and the tranquillity of home.



Artist's impression — Games Room



Artist's impression — Resident's Lounge





Artist's impression — 25 metre heated pool and spa







Artist's impression — Garden Terrace





# MELBOURNE

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Situated at the geographic and retail heart of the CBD, 380 Melbourne puts everything Melburnians love most just a short stroll away.

*Something for  
every taste, at every  
time of day.*

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Melbourne has an insatiable appetite for good food, and an all day menu that reflects the myriad tastes of its multicultural population.

Need an espresso to start your morning? You'll have no trouble finding a passionate barista ready to extract the perfect shot. Feeling peckish? Team it with buckwheat pancakes, porridge, congee, miso, eggs any way you like, or the classic Melbourne breakfast dish of smashed avocado on toast.

Satisfying your midday hunger is just as easy. If you're in a hurry, grab something to go from the numerous cafés and fast food outlets across the city. Or take your time over a bowl of ramen, a plate of ocean fresh sushi, Michelin-starred dumplings or even a classic two-course lunchtime special at one of Melbourne's finest eating establishments.

Then as dinnertime approaches, watch as Melbourne's laneway bar scene springs to life with cocktail classics, the latest craft beers and everything in between. The selection of cuisines on offer around the city is equally vast and just as tempting—from upmarket restaurants, bistros and casual eateries, alike.

Be it simple or gourmet, traditional or modern, a popular favourite or something truly ground breaking, you'll find Melbourne succeeds like no other city in catering to your culinary desires.



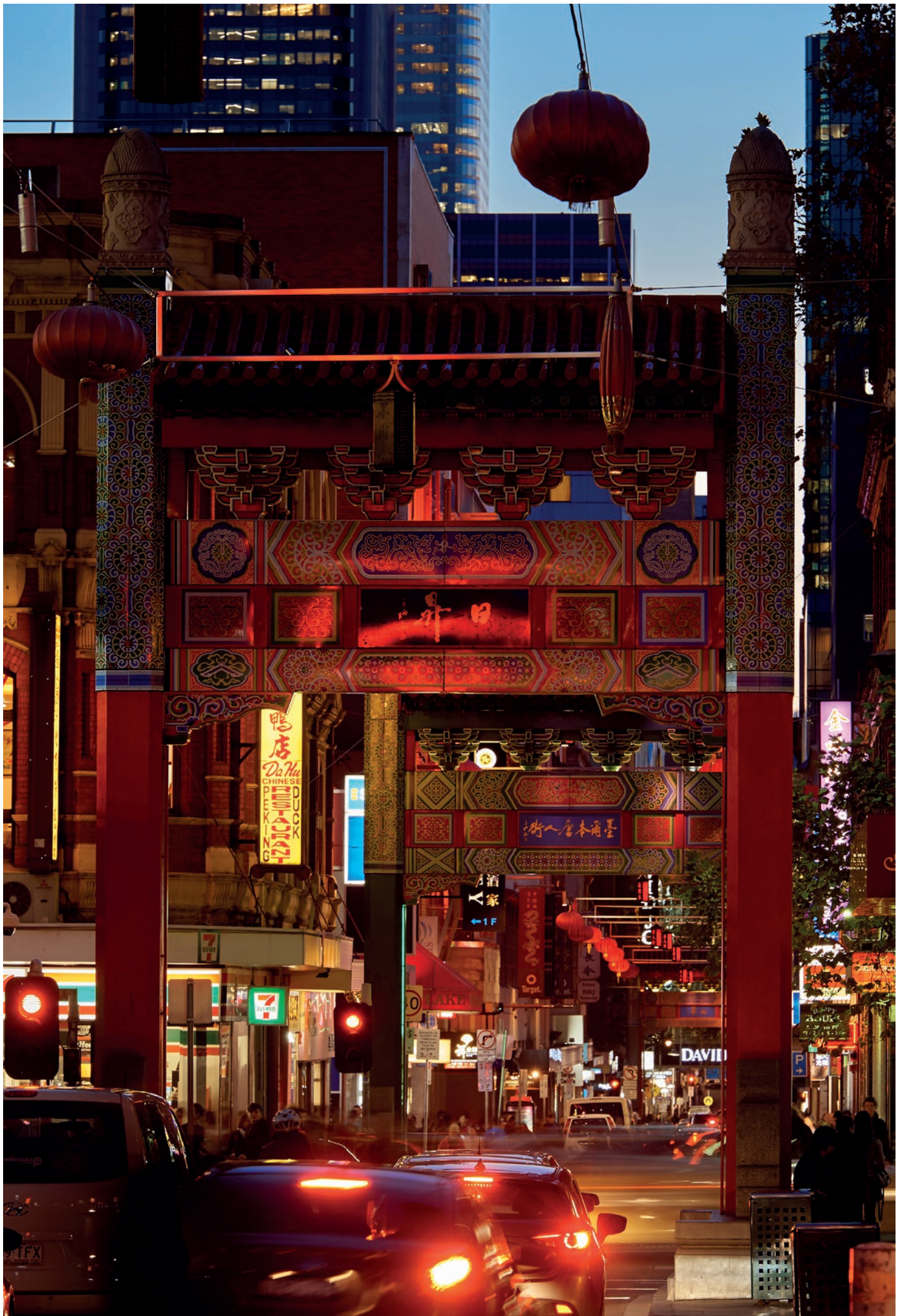
Hardware Lane







*Shortstop Coffee and Donuts, Sutherland Street*



Chinatown



Queen Victoria Market

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*Your home in the heart of the city also puts you close to the farm and ocean fresh produce of the Queen Victoria Market. Just five minutes by foot, and fewer still by tram, the 'Vic Market' is where you'll find the city's biggest and best selection of fruit and vegetables, meat and fish, cheeses, small goods and deli foods.*



*Emporium Melbourne Shopping Centre*

*So many shopping choices,  
with so much in store.*

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Melbourne ranks among the finest retail destinations in the world, and like 380 Melbourne itself, the absolute best of its shopping is located right in the city's heart.

Indeed, Melbourne's newest shopping centre—the seven-level, 1.6 billion dollar, Emporium complex—is situated just across the road from 380 Melbourne. And opposite Emporium, the 300 Australian and international fashion brand boutiques, designer goods outlets and shops that make up Melbourne Central.

Immediately behind Emporium you'll find Melbourne's GPO, home to the world's largest H&M store, and next to it, the city's most famous department stores—Myer and David Jones.

Wander a little further—down a historic laneway perhaps, or through the boutique-lined Royal Arcade—and you'll find yourself on Collins Street, home to the flagship stores of Prada, Gucci, Giorgio Armani, Hermès, Bvlgari and Louis Vuitton, to name but a few.



*Flagstaff Gardens*

380 MELBOURNE  
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RMIT (top) — The University of Melbourne (above)



*A smart address for  
university students.*

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Melbourne's education precinct begins just half a block to the north of 380 Melbourne, putting many of Australia's premier tertiary institutions within easy reach.

The esteemed University of Melbourne, for example, is only minutes away by tram; its Elizabeth Street pickup point, literally seconds from your front door. RMIT—the global university of technology, design and enterprise—is even closer; a short five-minute walk and you're there. Closer still, the extraordinary resources of the State Library of Victoria: a two-acre complex of 23 buildings, including the majestic LaTrobe Reading Room.

The Melbourne CBD is also home to four other leading tertiary institutions—Monash University, La Trobe University, Victoria University and Swinburne University—as well as a host of specialist colleges, such as the world-renowned William Angliss Institute, which focuses on hospitality, tourism and culinary arts training and education.



State Library of Victoria



*A world-class project  
from one of Melbourne's most  
experienced developers.*

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The Brady Group is unique. A family business renowned for its integrity and commitment to creating sophisticated urban living experiences, their name is synonymous with the city's most sought after residential addresses.

Melbourne CBD specialists with more than 30 years' experience, the group has initiated and completed in excess of 20 large-scale residential projects. A perfect and much envied track record, it is testament to their thoughtful consideration of location, the insight and quality inherent in their design, and the meticulous precision of their execution.

Equally reassuring is Brady Group's integrated, end-to-end approach. As well as being property developers and hoteliers, they are also master builders, with dedicated sales and property management teams.

As a buyer or investor, you enjoy direct access to the decision makers at every stage, and can look forward to immediate answers to any questions about the design or construction of your residence at 380 Melbourne.