

**PREMIER**  
TOWER

CNR BOURKE ST & SPENCER ST

# A FIRST OF ITS KIND

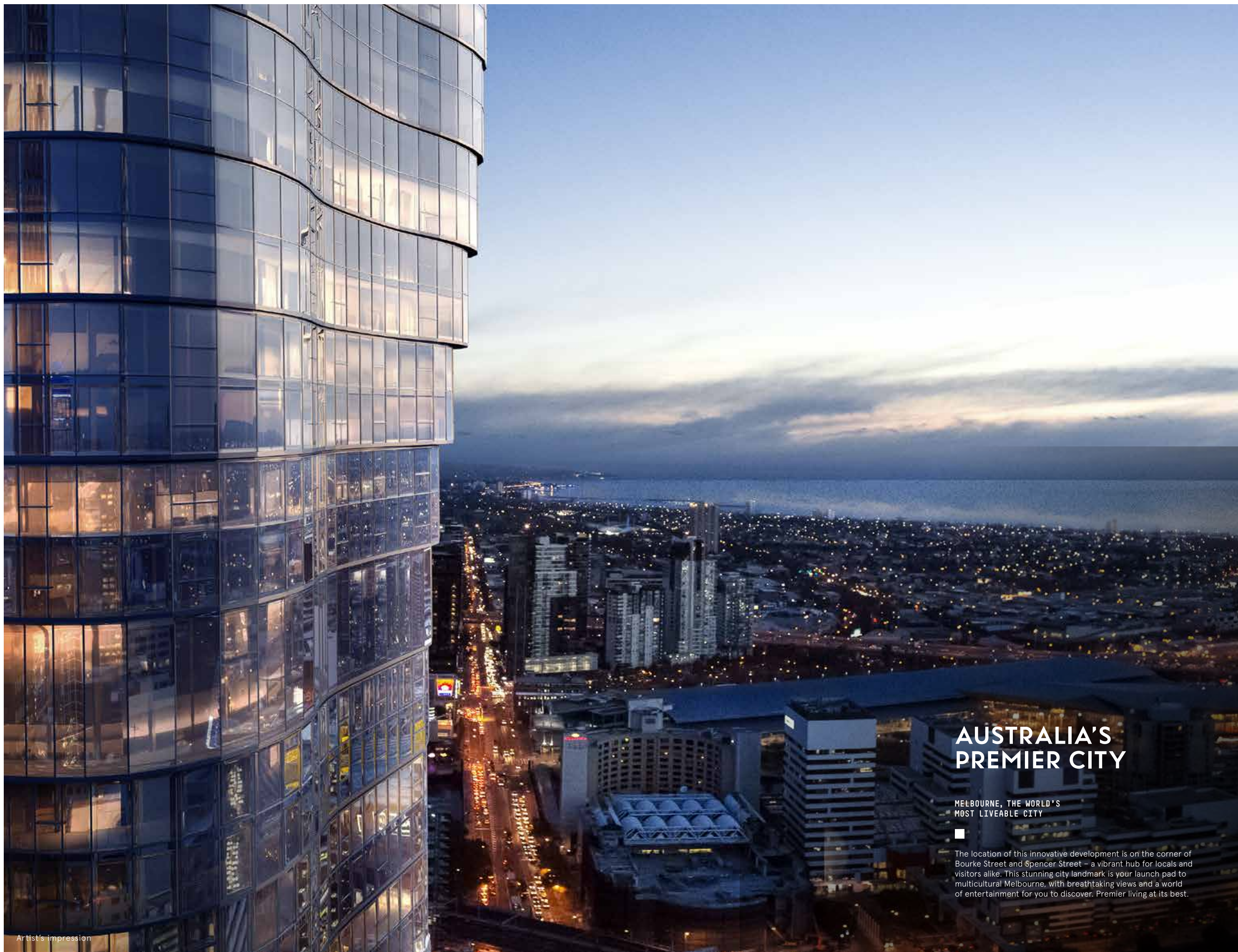
## AN ARCHITECTURAL LANDMARK



Premier Tower leads an architectural revolution; moving fluidly between the borders of function and form to merge design and architectural technology with exceptional vision. Exquisite in execution. Original and unmistakable. Premier Tower. A first of its kind.

Artist's impression





Artist's impression

## AUSTRALIA'S PREMIER CITY

MELBOURNE, THE WORLD'S  
MOST LIVEABLE CITY

The location of this innovative development is on the corner of Bourke Street and Spencer Street – a vibrant hub for locals and visitors alike. This stunning city landmark is your launch pad to multicultural Melbourne, with breathtaking views and a world of entertainment for you to discover. Premier living at its best.





## MELBOURNE'S PREMIER TRANSPORT GATEWAY

SOUTHERN CROSS STATION  
ON YOUR DOORSTEP

Southern Cross Station is Melbourne's most significant and thriving transport interchange – your convenient gateway to travel across Melbourne's city and suburbs. Scenic train rides to regional Victoria are just as handy, and bus links to Melbourne International Airport put the world within easy reach.



# INTERNATIONAL LIFESTYLE DESTINATION



Premier Tower is set to become one of Melbourne’s most sought-after residential addresses – complete with city convenience, luxurious comfort and cutting-edge style.



800M > ETIHAD SPORTS STADIUM

This spectacular stadium is the only Southern Hemisphere football stadium with a completely retractable roof. From Australian Rules Football to soccer, speedway, rugby, cricket and internationally-renowned musical superstars – you can see it all, rain or shine.



1KM > CROWN CASINO

The Crown complex is home to the best in prestige retail, with the world’s most impressive celebrity entertainers, gaming, luxury hotel accommodation and Australia’s best restaurants – all under one sprawling roof. Easy access to this globally-recognised hub is one more bonus of your Premier Tower address.



1.3KM > EMPORIUM

Explore Australia’s largest designer precinct in this undercover shopping mall, filled with a range of department stores and independent boutiques. Browse cutting-edge flagship and concept stores, in the heart of local café culture.



1.5KM > THE ARTS CENTRE

Melbourne’s creative community is diverse and expressive. The Arts Centre precinct puts the best of international artistic expression at your fingertips, with opera, dance, music, visual art and performance.



900M > MELBOURNE FASHION

Melbourne’s historic architecture tells the tale of its past. Today, the grand Victorian-era and art deco buildings are home to the haute couture and urban style of some leading local fashion designers and boutique brands, including Chanel, Tiffany & Co. and Louis Vuitton.



# SUPERIOR CONNECTIONS

The meeting place of two of Melbourne's best-known streets puts the heart of Melbourne's city lifestyle at your feet. Experience local café culture, fine dining, boutique shopping, impressive sporting events and international musical and theatrical entertainment, with a range of transport options at your doorstep.



# INSIDE YOUR SANCTUARY

## INTERIOR PALETTES

Choose from the deep, rich tones of chocolate, or the subtle, warm tones of honey for your interior colour scheme. Floor-to-ceiling glass delivers expansive views at every opportunity and customised lighting pieces adds an extra flair. Floor coverings move from the warmth of timber floorboards to soft wool carpets for extra luxury. Make your home your sanctuary, with a look that suits your lifestyle.





**RICH LIVING SPACES**

Black metal details contrast against the elegance of metallic 2pac joinery, with timber flooring and open plan design to accommodate luxury urban living. In the kitchen, stone benchtops are set against your choice of coloured stone and mirrored splashbacks that reflect the spaciousness of sweeping city views.



Artist's impression



# PREMIER SERVICE AND AMENITY

## SHARED SPACES

The shared spaces feature impressive amenities which will make you never want to leave. Four cleverly designed amenity levels make Premier Tower a building unlike any other – a wealth of lifestyle choice and comfort, just waiting for you.

From work-outs in the fully-equipped gymnasium, to exclusive entertaining in the private dining and communal lounge areas, apartment living here means anything is possible. Great urban design considers the varied needs of today's busy lifestyle and, at Premier Tower, you can move fluidly from active to relaxed, with uncompromising style to suit the most discerning inner-city resident.



## THE FOYER GROUND FLOOR

Your urban lifestyle begins here, with secure city living and the comfort of a residents' lounge area. The in-house hotel in the building's lower levels adds to the feeling of pure indulgence and a private concierge caters to your every need. Access to your apartment is via the lift lobby and a vibrant pathway to premier lifestyle is on your doorstep.



Artist's impression





## PREMIER DECK LEVEL 07

Whether you want to activate, socialise, communicate or revitalise, Premier Tower has something for you. The first-class amenities include private dining areas, catering kitchens, fully-equipped gym, pool, spa, sauna and entertainment zones – all set against a stunning backdrop of impressive city views, for the finest apartment living possible.



Artist's impression



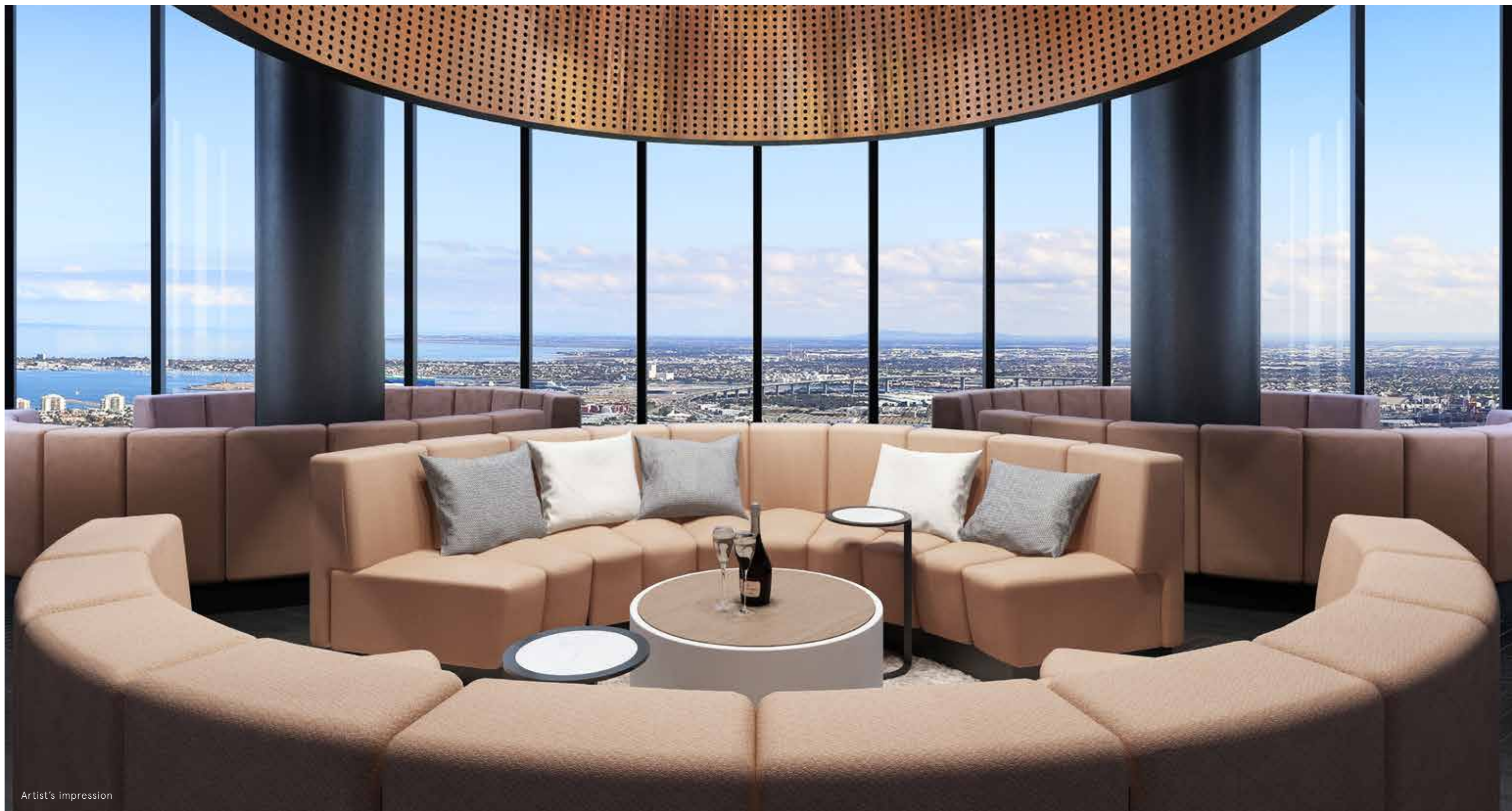
Artist's impression



## PREMIER LOUNGE LEVEL 46

In this premium zone of Premier Tower, you'll enjoy exclusive access to private facilities, including bars, dining areas, theatre, games and lounges. You'll feel at home in this impressive space, with exquisite views that take in the best of Melbourne's vast skyline.





Artist's impression



## PREMIER CLUB LEVEL 76

This exclusive area is for Premier Tower residents on level 48 and above, to access in indulgent style, with lounge areas, private dining and exclusive entertaining. The design innovation of rotating seating pods allows you to sit back and enjoy the city views from all angles, with built-in speakers for immersive surround sound enjoyment and connectivity to your technology.



# A PREMIER TEAM

## **FRAGRANCE GROUP** DEVELOPER

Active for more than a decade, this Singapore-listed company has a long and successful track record developing boutique hotels and quality residential projects in Asia. One of a number of high profile Australian projects now underway, Premier Tower is Fragrance Group's debut project in Melbourne. It is destined to make an inspiring and indelible mark on this international city.

## **ELENBERG FRASER** ARCHITECT

Internationally renowned architectural practice, Elenberg Fraser, was founded in 1998, and prides itself on projects that combine high-level architectural skills with commercially viable project outcomes. Their folio showcases an array of significant developments – proving their status as a formidable force in the Melbourne and Australian architecture scene. The firm's active involvement in the Premier Tower project ensures a building of impeccable design.

## **COLLIERS** PROJECT MARKETING

Colliers is an industry leader in the development and implementation of sales and marketing campaigns for large-scale residential development projects. Over the last 24 months, Colliers has sold more than \$5 billion worth of Melbourne property. Premier Tower is a grand example of the projects they love – quality residential design in prime urban locations.

## **PDS GROUP** PROJECT MANAGER

PDS Group work as an impressive team to deliver exceptional buildings, with a breadth of experience across a wide variety of projects. Their work encompasses everything from residential to commercial and industrial and at Premier Tower, their pure professionalism and attention to detail has resulted in a stunning development.



**ELENBERG FRASER**



**PDSGROUP**

This Brochure has been produced by the vendor for advertising and general information purposes only and does not form part of any contract of sale for the sale of any property referred to in this Brochure (Property). All of the information, plans and images in this Brochure (Information) are indicative only, for illustrative purposes only and subject to change without notice. Any loose furniture, paintings or other items which are shown in this Brochure and not specifically mentioned in any contract of sale for the Property are not included in the sale of the Property. The location of the architectural features on the facade including differing glass treatments will vary for each level and Property type and as shown in this Brochure is indicative only of the design intent. The Vendor, its related entities, consultants and agents do not warrant or represent that the Information is correct or accurate, do not accept any liability for any negligence, error, misrepresentation or discrepancy in relation to the Information, do not accept any liability for any reliance by any party on the Information, exclude all inferred or implied terms, conditions and warranties arising from this Brochure and exclude all liability for any loss or damage suffered by any party in relation to this Brochure. Purchasers and other interested parties should undertake their own enquiries and obtain their own independent advice in relation to this Brochure.



