

A L L U R E

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**BEST-SELLING PROJECT OF 2024**

1 MONTH

150 SOLD FIRM

**EMBLEM**



# A LEADER IN THE INDUSTRY

4,600 Units

4.2M+ Square Feet

\$3.6B Development Value

0 Projects Cancelled

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# A LEADER IN THE INDUSTRY

- Significant Project Pipeline

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# A LEADER IN THE INDUSTRY

- Significant Project Pipeline
- Investor-Focused Developments

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# A LEADER IN THE INDUSTRY

- Significant Project Pipeline
- Investor-Focused Developments
- Award-Winning Quality & Design

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# COMMITMENT TO EXCELLENCE

- Record-breaking 6 awards received by a single developer in 2022, North America wide
- 'Best Suite Design': 1 Jarvis
- 'Best Presentation Centre': ALLURE

Within the last 3 years:

11

The Nationals

02

BILD Awards

06

WE HBA Awards



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A L L U R E

BEST HIGH-RISE BUILDING FINALIST  
2024 CANADA-WIDE



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# EMBLEM PROJECTS



**CAPITAL  
PARK**

Ottawa  
19, 29, 36 & 134 Robinson  
291 Suites  
***Four Buildings Delivered  
in the Last 12 Months***



**1 JARVIS**

Downtown Hamilton  
1 Jarvis Street  
354 Suites  
***Delivering in 2024***



**ARTFORM**

Mississauga  
86 Dundas Street East  
336 Suites  
***Delivering in 2024***



**arte**  
RESIDENCES

Mississauga  
89 Dundas Street West  
427 Suites  
***Under Construction***



**TheDesignDistrict®**

Downtown Hamilton  
41 Wilson Street  
297 (A) + 300 (B) Suites  
***Construction Commenced***

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# EMBLEM PROJECTS



A L L U R E

Downtown Toronto  
236 King Street East  
509 Suites  
***Selling Now***



THE LEASIDE

Toronto  
130 & 138 Laird Drive  
241 Suites  
***Selling Now***



TheDesignDistrict®

Hamilton  
41 Wilson Street  
334 Suites (Tower C)  
***Coming Soon***



92 JOHN

Downtown Hamilton  
92 John Street  
306 Suites  
***Under Development***



SQUARE ONE

Mississauga  
180 Burnhamthorpe Road  
1064 Suites  
***Under Development***

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FOREVER INSPIRED



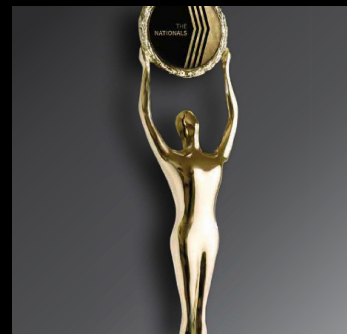
# WHY ALLURE

01

## THE DEVELOPER

### AWARD WINNING BUILDER

Our team imagines living in your future home before we have even built it. Simplicity is luxury and timeless design – key ingredients to a home and a successful investment.

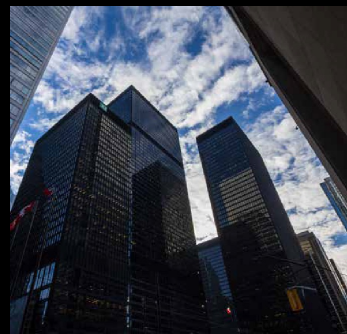


02

## LOCATION

### 250 KING STREET DOWNTOWN TORONTO

With King Street at their front door, residents are uniquely immersed in what makes Toronto a world-class city. This is a lifestyle that many only dream of, surrounded by the best culture, fashion, entertainment and cuisine.



03

## EDUCATION

### THE BEST AND BRIGHTEST

For anyone looking to be near Toronto's thriving academic community, ALLURE's prime location rises nearby from many local colleges and universities. From George Brown to Toronto Metropolitan University, OCAD to the University of Toronto and more.



UNIVERSITY OF  
TORONTO

04

## BUILDING AMENITIES

### WORLD-CLASS BUILDING AMENITIES

Discover a selection of amenities, including a Rolls Royce chauffeur, 24 hour concierge, sauna, steam room, personal massage room, indoor and outdoor fitness areas, private cycle studio, social lounge with a private dining area, dining lounge, private screening room, lobby lounge, coworking lounge, children's playroom and terrace.

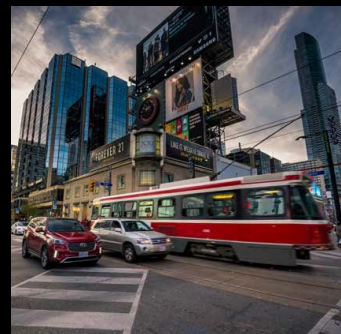


05

## TRANSIT

### PERFECT 100 TRANSIT

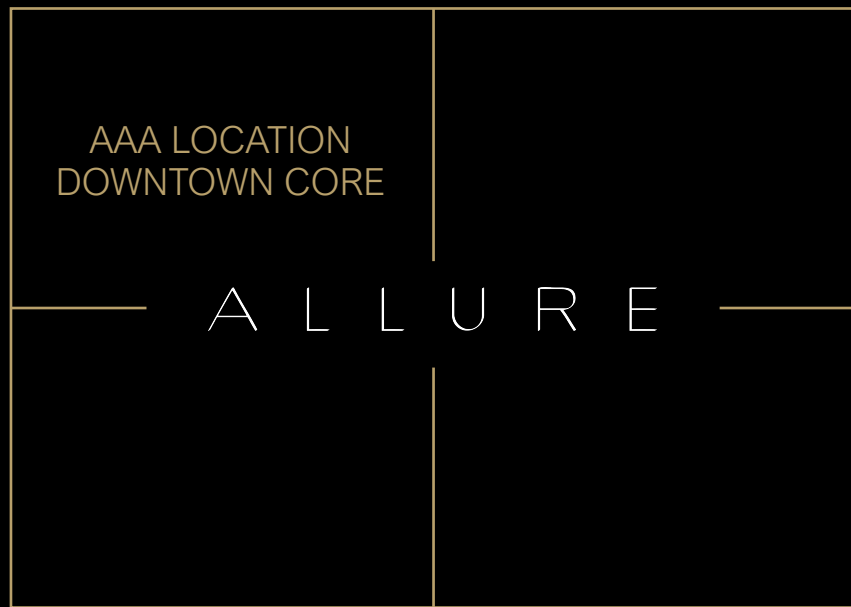
The city at your doorstep. All our scores are near perfect. Here, major highways, the future Ontario Line and TTC are close at hand, and the financial district and distillery district are walkable.



A ONCE-IN-A-GENERATION OPPORTUNITY

**EMBLEM**

# A ONCE-IN-A-GENERATION OPPORTUNITY



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# PERFECT SCORE



100

TRANSIT SCORE

6 MINS

TO FINANCIAL  
DISTRICT

12 MINS

TO UNION  
STATION



100

WALK SCORE

10 MINS

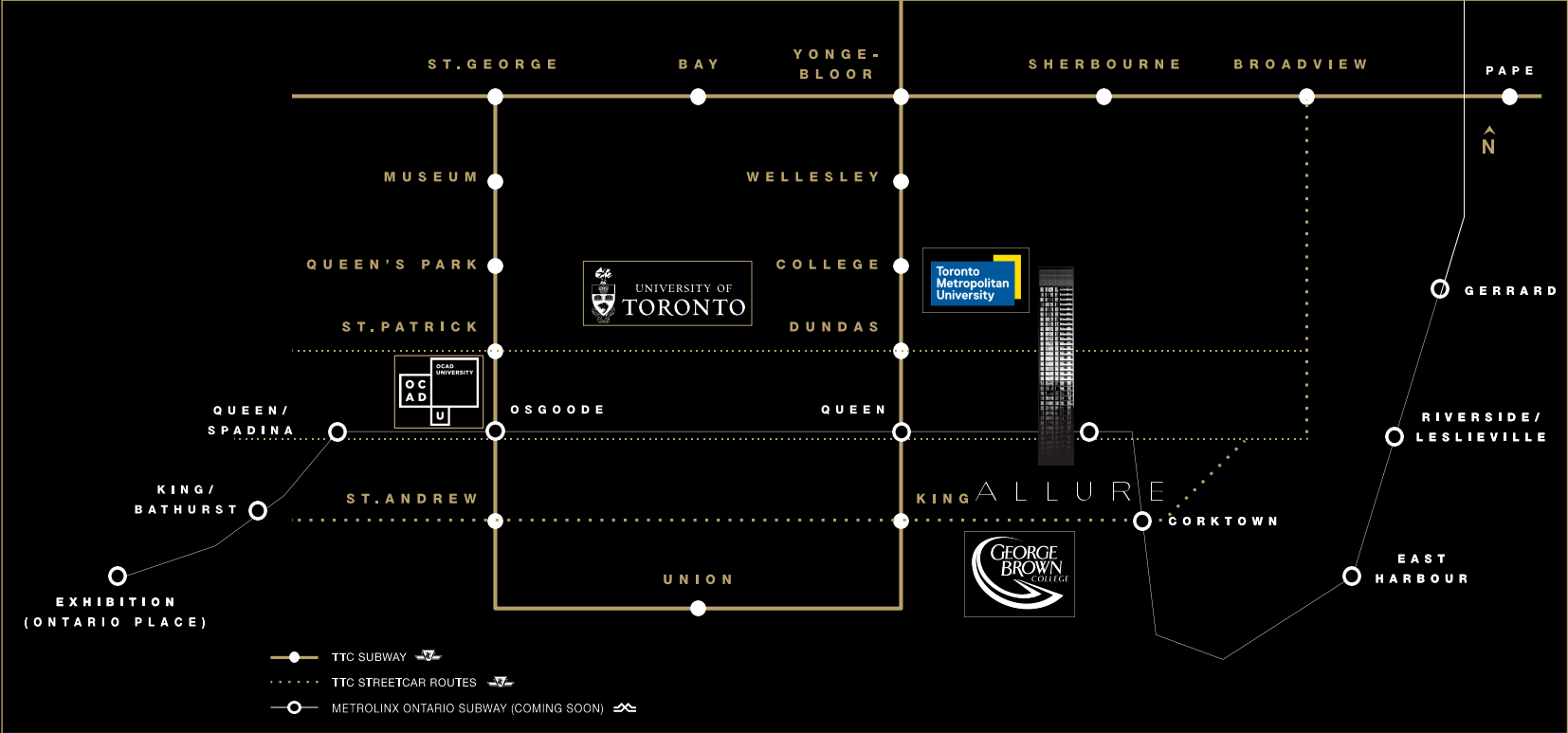
TO KING  
STATION

5 MINS

TO FUTURE  
CORKTOWN STATION

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# CONNECTIVITY



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# MODERN EMBRACE OF HERITAGE



ST. LAWRENCE MARKET



2 MINS



6 MINS



DISTILLERY DISTRICT



3 MINS



12 MINS



RESTAURANTS AND SHOPS



1 MIN



3 MINS

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ROGERS CENTRE

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CN TOWER | FINANCIAL DISTRICT

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SCOTIABANK ARENA

ALLURE





FOUR SEASONS CENTRE FOR THE PERFORMING ARTS

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# EAST HARBOUR



STOPS AWAY

2

WORKERS

70 K

ACRES

60

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# PORT LANDS



Illustrations are artist's concept only. Actual may vary. E. & O.E.

STOPS AWAY

2

GOVERNMENT BUDGET

\$1.2B

ACRES

715

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# ONTARIO LINE



MINUTES AWAY

4

GOVERNMENT BUDGET

\$1.9B

ESTIMATED  
COMPLETION

2031

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# ALLURE IS A SHORT TRIP FROM CANADA'S TOP EDUCATION



UNIVERSITY OF  
TORONTO



10 MINS

**Toronto  
Metropolitan  
University**

TORONTO METROPOLITAN  
UNIVERSITY (RYERSON)



5 MINS

**DMZ**

THE DMZ (TORONTO  
METROPOLITAN UNIVERSITY)



7 MINS

**UOf**  
Université de l'Ontario français

UNIVERSITY OF L'ONTARIO  
FRANCAIS



4 MINS



OCAD (ONTARIO COLLEGE OF  
ART & DESIGN)



9 MINS



GEORGE BROWN COLLEGE  
(LAKESHORE AND ST. JAMES CAMPUS)



3 MINS

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# TOP TIER EDUCATION



UNIVERSITY OF TORONTO

97,678 STUDENTS 2022 - 2023



TORONTO METROPOLITAN UNIVERSITY (FORMERLY KNOWN AS RYERSON)

46,462 STUDENTS 2022 – 2023

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# A ONCE-IN-A-GENERATION OPPORTUNITY



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# ALLURE

## ADDRESS

236 KING STREET EAST

## STOREYS

43 LEVELS

## UNITS

509 UNITS

## AMENITIES

- 24-HOUR, 7-DAY-A-WEEK CONCIERGE
- LOBBY LOUNGE
- SAUNA
- STEAM ROOM
- PERSONAL MASSAGE ROOM
- STATE-OF-THE-ART FITNESS CENTRE
- OUTDOOR FITNESS AND YOGA AREA
- CYCLE STUDIO
- SOCIAL LOUNGE WITH PRIVATE DINING
- PRIVATE SCREENING LOUNGE
- INDOOR/OUTDOOR COWORKING LOUNGE
- INDOOR/OUTDOOR CHILDREN'S PLAY AREAS
- TERRACE WITH PRIVATE DINING AND BBQS
- ROLLS-ROYCE CHAUFFEUR SERVICE

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Illustrations are artist's concept only. Actual may vary. E. & O.E.

WORLD-CLASS AMENITIES

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# YOUR ROLLS-ROYCE CHAUFFEUR AWAITS

TRAFFIC AND PARKING ARE NO LONGER A CONCERN FOR YOU AS YOU ARE BEING CHAUFFEURED IN THE **ALLURE** ROLLS-ROYCE. BE FURTHER INSPIRED AS YOU THINK CLEARLY WHILE SURROUNDED BY HAND-FINISHED MATERIALS. WHILE SOME IMPRESS OTHERS, YOU IMPRESS YOURSELF AS YOU ARRIVE AT YOUR DESTINATION. SCHEDULE WITH EASE. THEN PUT YOUR FEET UP. NEVER FELLING ORDINARY. EVERY TRIP IS AN EXPERIENCE IN THE **ALLURE** ROLLS-ROYCE.



A L L U R E



# GLOBAL LEADERS IN DESIGN

## BURDIFILEK

200+ International Design Awards

Burdifilek is an interior design studio renowned for its accomplishments on high-profile projects such as W Hotel Atlanta, Holt Renfrew Toronto, Stratus Winery, Neiman Marcus Long Island, Champagne Bar Vancouver and Galleria Luxury Hall West Seoul.

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BURDIFILEK

HOLT RENFREW



A L L U R E



BURDIFILEK

W HOTELS

A L L U R E





# 40,000 Projects Worldwide

ARCADIS IBI Group is a technology-driven design firm with global architecture, engineering, planning and technology expertise.



INTERNATIONAL TRADE CENTRE  
- SHANGHAI



FOUR SEASONS - MADRID



WORLD'S LARGEST PORSCHE  
EXPERIENCE CENTRE - ITALY



ATLANTIS THE ROYAL - DUBAI

A L L U R E



WORLD-CLASS LOBBY LOUNGE

A L L U R E





WORLD-CLASS LOBBY LOUNGE

A L L U R E





PRIVATE THEATRE

A L L U R E



FITNESS ROOM

A L L U R E





SOCIAL LOUNGE

A L L U R E





ENCHANTING TERRACE

A L L U R E



CHILDREN'S PLAYROOM

A L L U R E





SUITE PERFECTION

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# SHOWCASE SUITE FEATURES

- Expansive floor-to-ceiling windows
- Luxury vinyl flooring in the foyer, living/dining room, kitchen and bedroom(s)
- Composite quartz countertop and slab kitchen backsplash
- Ceiling-mounted track lighting
- Mirror above vanity with integrated LED lighting
- Energy recovery exhaust ventilation system
- In-suite smoke alarm(s) and sprinkler fire protection system
- Bulk high-speed internet in all suites

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# FOREVER INSPIRED

30<sup>th</sup> FLOOR VIEW FROM ALLURE



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# A ONCE-IN-A-GENERATION OPPORTUNITY



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# A ONCE-IN-A-GENERATION OPPORTUNITY



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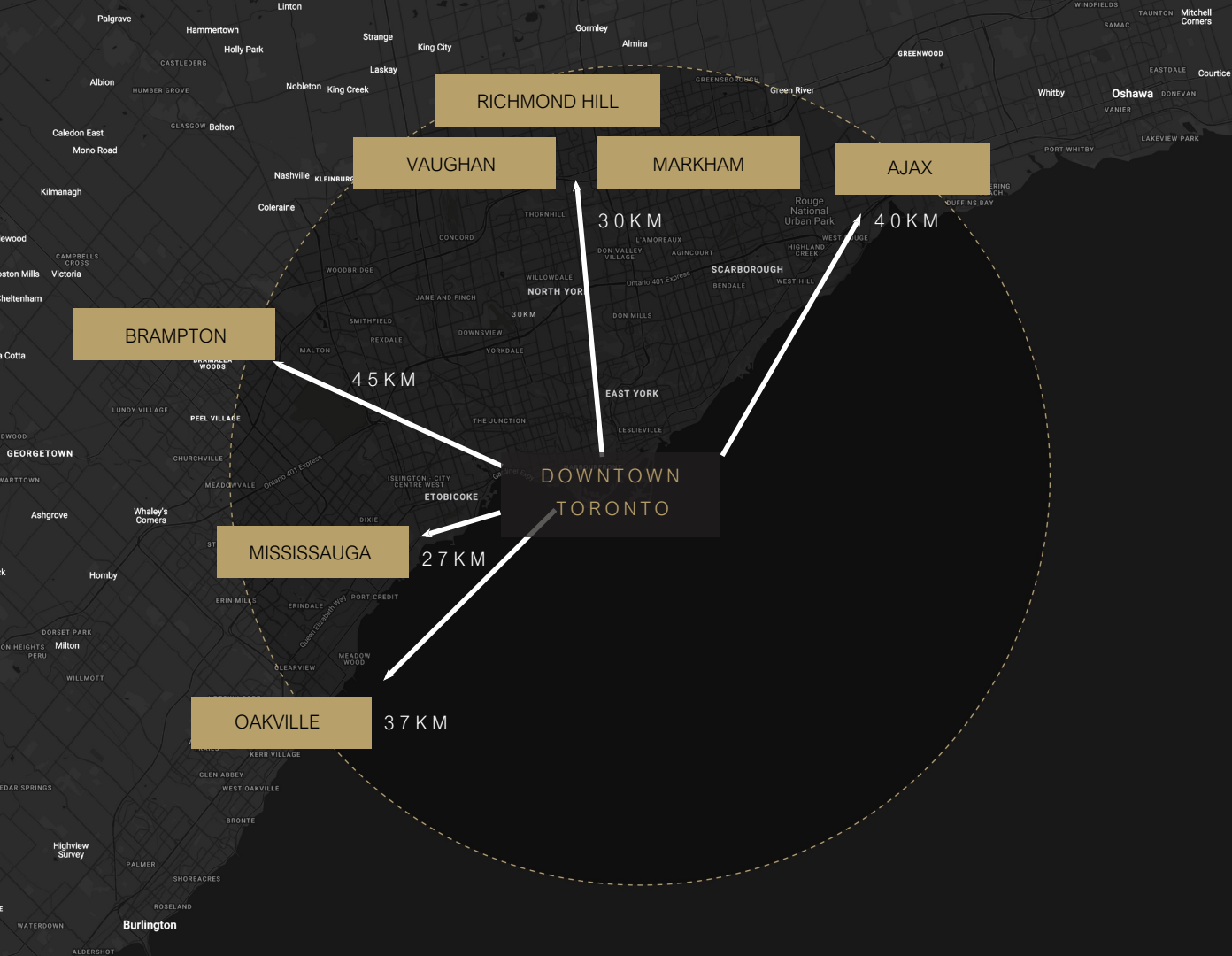
# INVESTMENT THESIS

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47 SUBURBS IN THE GTA  
1 DOWNTOWN TORONTO

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# DEVELOPMENT APPLICATIONS

2,242

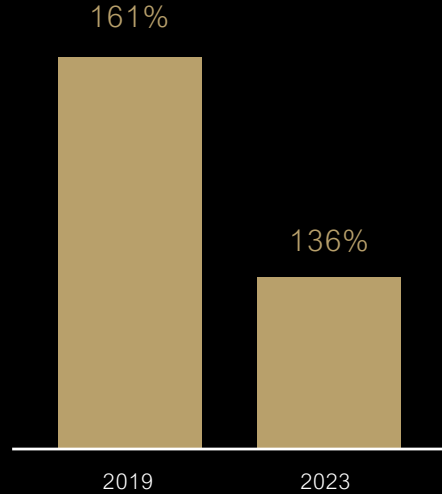
GTHA

197

Downtown Toronto

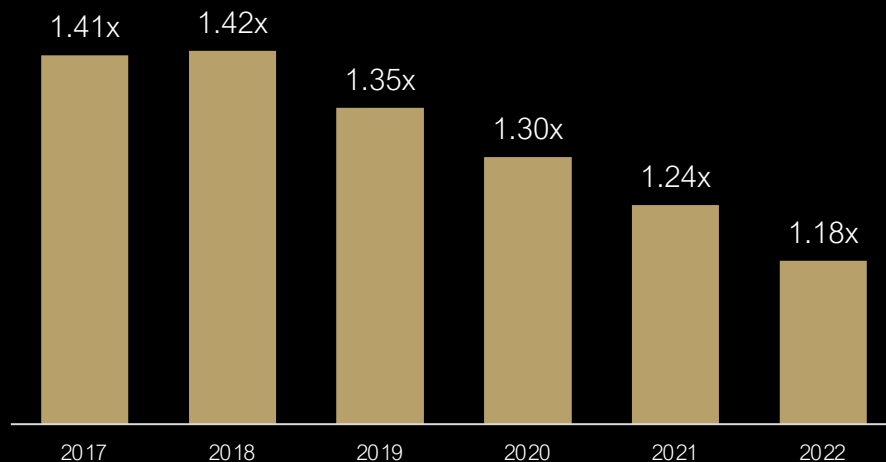
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# DOWNTOWN TORONTO TRADING AT A ~50% DISCOUNT TO 2020 LEVELS





# TORONTO UNDERPRICE VS SUBURBS



THE MOST DESIRABLE REAL ESTATE  
ON A GLOBAL STAGE

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ONE HIGH LINE



MADISON HOUSE



53 WEST | 53<sup>RD</sup> STREET



ALLURE



# LOBBIES



ONE HIGH LINE



ALLURE

# GYMS



53 WEST | 53<sup>RD</sup> STREET



ALLURE

500,000 NEW IMMIGRANTS PER YEAR

A L L U R E



500,000 NEW IMMIGRANTS PER YEAR

1% = 5,000 PEOPLE

A L L U R E

500,000 NEW IMMIGRANTS PER YEAR

1% = 5,000 PEOPLE

ONLY ~ 3,000 UNITS AVAILABLE DOWNTOWN IN 2023

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# INVESTMENT OPPORTUNITY

Limited supply in Downtown Toronto will provide appreciation opportunities not seen in the suburbs.

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DOWNTOWN LUXURY CONDOS  
AT AFFORDABLE PRICING

STARTING FROM \$600's

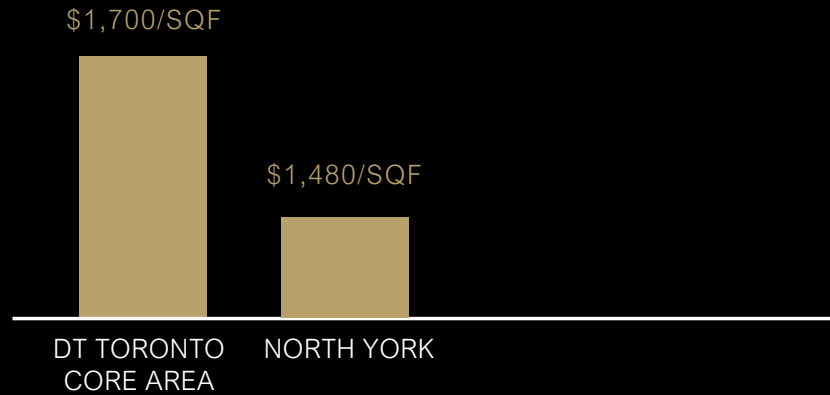
\$1,700/SQF

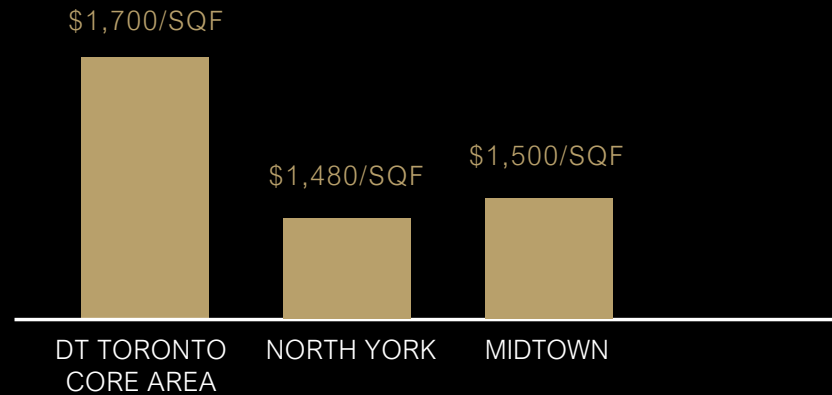


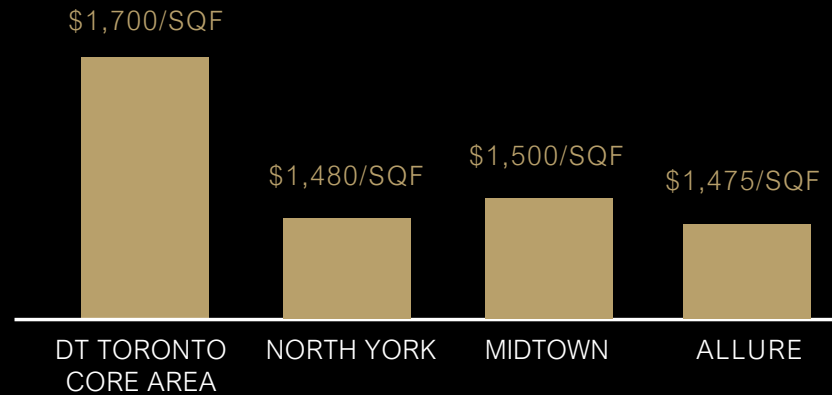
DT TORONTO  
CORE AREA

ALLURE











# ALLURE

## FRANKFURT

1 BEDROOM

1 BATHROOM

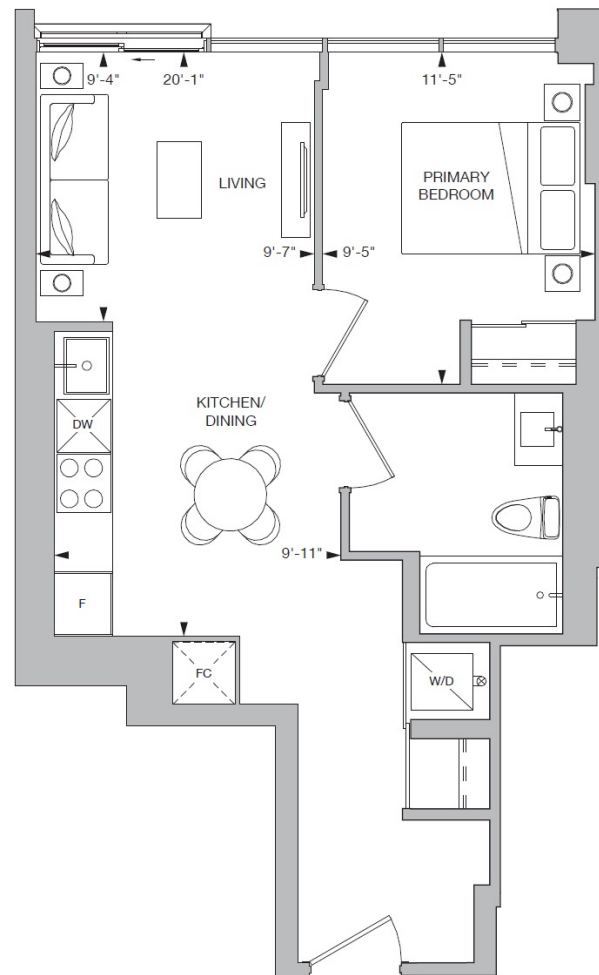
NORTH FACING

JULIETTE BALCONY

TOTAL 534 SQ.FT.

\$1,442/SQ.FT

All drawings, illustrations, renderings, and views from (or of) proposed buildings shown on any brochures, advertisements, scale models, and/or marketing materials are conceptual artist's renderings only and the vendor makes no representation or warranty relating to same. Any shaded areas and/or dimensions shown are approximate only and subject to normal construction variances. Actual usable floor space may vary from any stated or depicted floor area and the unit shall be measured in accordance with the provisions set out in North Carolina's Floor Area Calculations. Any and all measurements and/or specifications are subject to change without notice. Without limiting the foregoing, the purchaser is advised that the design, features, and specifications of the housing opportunity to the unit may vary from the design and/or features shown on the marketing drawing, depending on the location of the unit being purchased within the key plan and the building, and the purchaser expressly acknowledges and consents to such variance. The layout of the unit may be reversed depending on the location of the unit within the project. Any finished depicted in the drawings are approximate only and does not necessarily reflect the fixtures, features, appliances, and/or electrical plan of the unit and is not included in the purchase price. The view from or through the windows to the exterior may be partially obstructed by materials affixed to the exterior cladding of the building as part of an overall design element and/or exterior structural columns that may be required pursuant to the requirements of the project's engineers. Ceiling heights are indicated in bathrooms, approved ducts, dropped ceilings and structural elements, as applicable pursuant to the plans. All features and fixtures are subject to change without notice. E&OE November 2023.



# ALLURE

## PORTO

1 BEDROOM

1 BATHROOM

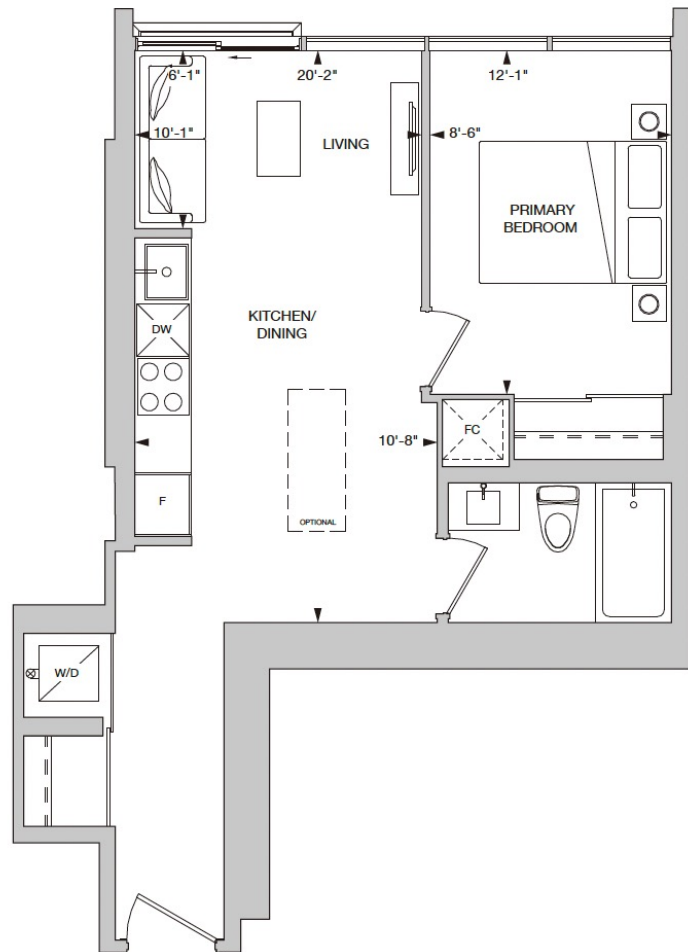
NORTH FACING

INTERIOR 544 SQ.FT.

TOTAL 544 SQ.FT.

\$1,397/SQ.FT

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# ALLURE

## LIMA

2 BEDROOMS

1 BATHROOM

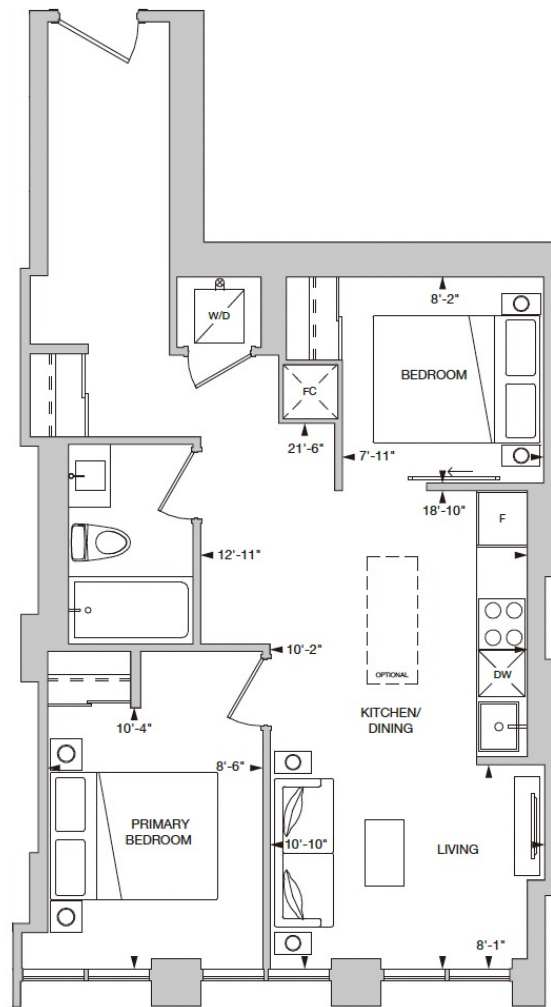
SOUTH FACING

INTERIOR 666 SQ.FT.

TOTAL 666 SQ.FT.

\$1,351/SQ.FT

All drawings, illustrations, renderings, and views from (or of) proposed buildings shown on any brochures, advertisements, scale models, and/or marketing materials are conceptual artist's renderings only and the vendor makes no representation or warranty relating to same. Any shaded areas and/or dimensions shown are approximate only and subject to normal construction variances. Actual usable floor space may vary from any stated or depicted floor area and the unit shall be measured in accordance with the provisions set out in South Carolina's Floor Area Calculation. Any and all measurements and/or specifications are subject to change without notice. Without limiting the foregoing, the purchaser is advised that the design, features, and specifications of the facility appropriate to the unit may vary from the design and/or features shown on the marketing drawing, depending on the location of the unit being purchased within the key plan and the building, and the purchaser expressly acknowledges and consents to such variance. The layout of the unit may be reversed depending on the location of the unit within the project. Key features depicted in the purchase documents only and does not necessarily reflect the feature, location, appearance, and/or electrical plan of the unit and is not included in the purchase price. The view from or through the windows in the unit may be partially obstructed by materials affixed to the exterior cladding of the building as part of an overall design element and/or other structural elements that may be required pursuant to the recommendations of the project's engineers. Ceiling heights are subject to setbacks, approved ducts, dropped ceilings and structural elements, as applicable pursuant to the plans. All features and fixtures are subject to change without notice. E&A S. November 2023.



# ALLURE

## BUDAPEST

3 BEDROOMS

2 BATHROOMS

NORTHEAST FACING

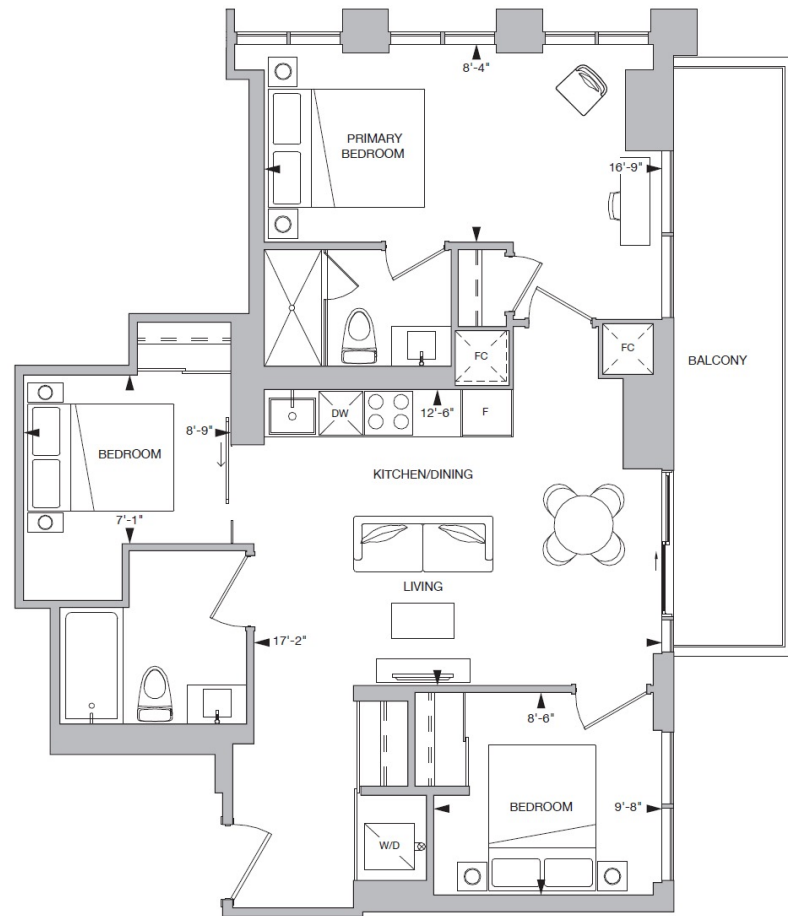
INTERIOR 846 SQ.FT.

EXTERIOR 123 SQ.FT.

TOTAL 969 SQ.FT.

**\$1,477/SQ.FT**

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# LIMITED-TIME DEPOSIT STRUCTURE

10%

BEFORE OCCUPANCY

\$10,000 on signing (Bank Draft)

Balance of 5% in 30 days

2.5% in 366 days

1.25% in 540 days

1.25% on Jan 5th 2026

10% on occupancy

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# MAINTENANCE FEES

Maintenance: \$0.69/psf

Bulk Internet & Smart Home System: \$57.57/mo\*\*\*

Parking Maintenance: \$66.32/mo

\*Hydro & Water Metered Separately

**EXPECTED CONSTRUCTION: LATE 2024**

**TENTATIVE OCCUPANCY: SPRING 2028**

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# PARKING & LOCKER

Parking: \$179,990

EV parking available by request

3 Bedrooms are eligible for parking  
All other suites will be waitlisted

Locker: Waitlisted

# INCENTIVES

GUARANTEED 8% INTEREST ON FIRST 5% DEPOSIT\*\*

## Free Assignment

Value at \$5,000 (Legal fee applies)

## Right to Lease During Occupancy\*\*

Value at \$5,000

## Capped Development Fee

1B+D & Smaller: \$17,500 + HST

2B and Larger: \$20,000 + HST

\*\*Payable to purchasers upon final closing

A L L U R E



# BUYING PROCEDURES

## WORKSHEET SUBMISSION

Submit your worksheets in person or through our broker portal by visiting

<https://www.harbourmarketing.ca/allure>



SCAN QR CODE TO ACCESS  
BROKER PORTAL

## DOCUMENT REQUIREMENTS

Please ensure valid and un-expired driver's license and 2nd ID (Passport, SIN card, PR card) are submitted with your worksheet.

## SIGNING

Purchasers may sign virtually through DocuSign.

## FOLLOWING SIGNING

All post-dated cheques, not including the occupancy deposit, will be required within 10 days of signing.

Mortgage pre-approval letters will be required within 30 days of signing.

**Please make all cheques payable to:**  
**HARRIS SHEAFFER LLP in TRUST**

A L L U R E

# CONTACT OUR TEAM TODAY



FREYA GUO

VICE-PRESIDENT

647-401-3266



LEAH WU

PROJECT MANAGER

647-339-0070



JULIE DESLAURIERS

SALES REPRESENTATIVE

647-981-3089



LORENA SCHIRRIPA

SALES REPRESENTATIVE

647-338-8106



JACOB KRYWAY

PROJECT MANAGER

226-759-1557

PRESENTATION GALLERY  
1819 YONGE STREET, TORONTO

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