

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

EMBLEM



A LEADER IN THE INDUSTRY

- Significant Project Pipeline

EMBLEM



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

EMBLEM



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	02	06
The Nationals	BILD Awards	WE HBA Awards



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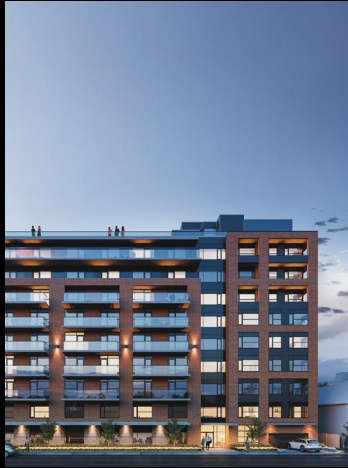
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**BEST HIGH-RISE BUILDING FINALIST
2024 CANADA-WIDE**



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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

EMBLEM PROJECTS



ALLURE

Downtown Toronto
236 King Street East
509 Suites
Selling Now



THE LEASIDE

Toronto
130 & 138 Laird Drive
241 Suites
Selling Now



TheDesignDistrict® 92 JOHN

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



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.

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

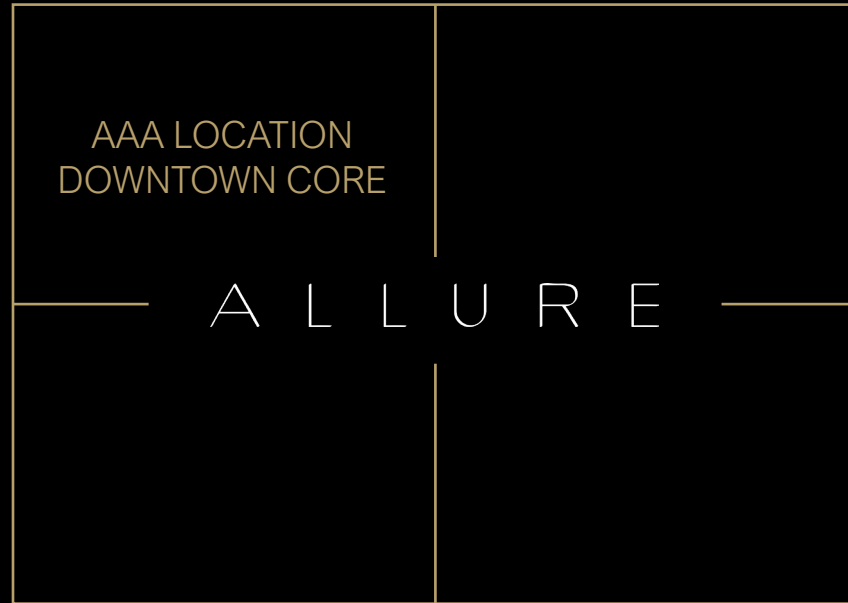
The city at your doorstep. All our scores are near perfect. Here, major highways, the future Ontario Line and TTC are close at hand, and the financial district and distillery district are walkable.



A ONCE-IN-A-GENERATION OPPORTUNITY

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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

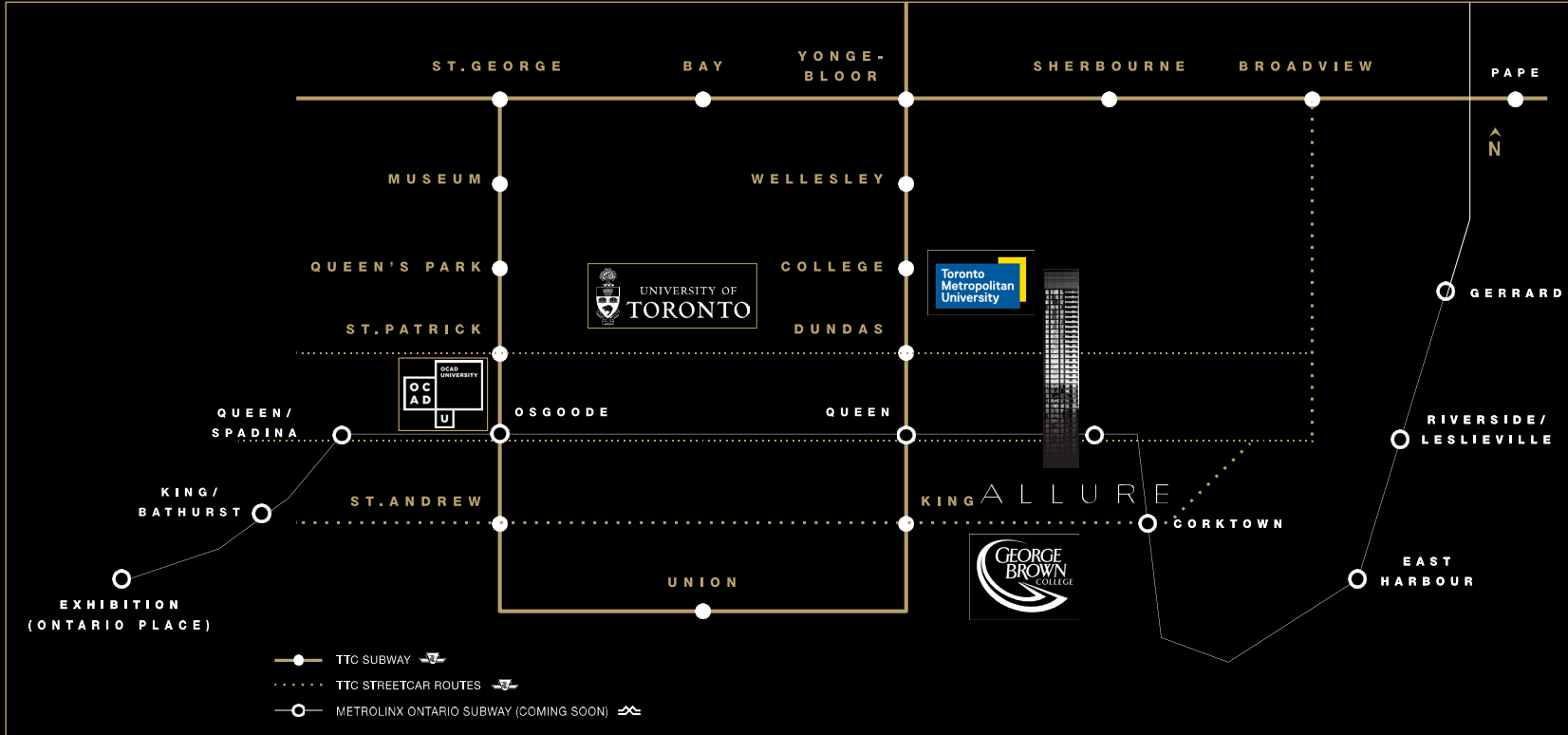
TO KING
STATION

5 MINS

TO FUTURE
CORKTOWN STATION

A L L U R E

CONNECTIVITY



ALLURE

MODERN EMBRACE OF HERITAGE



ST. LAWRENCE MARKET



2 MINS



6 MINS



DISTILLERY DISTRICT



3 MINS



12 MINS



RESTAURANTS AND SHOPS



1 MIN



3 MINS

A L L U R E



ROGERS CENTRE

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CN TOWER | FINANCIAL DISTRICT

A L L U R E



SCOTIABANK ARENA

A L L U R E



FOUR SEASONS CENTRE FOR THE PERFORMING ARTS

A L L U R E

EAST HARBOUR



STOPS AWAY

2

WORKERS

70 K

ACRES

60

A L L U R E

PORT LANDS



STOPS AWAY

2

GOVERNMENT BUDGET

\$1.2B

ACRES

715

A L L U R E

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

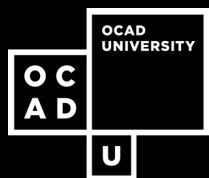
UOf

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

A L L U R E





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 FEELING 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

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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

A L L U R E



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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30th FLOOR VIEW FROM ALLURE



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A ONCE-IN-A-GENERATION OPPORTUNITY



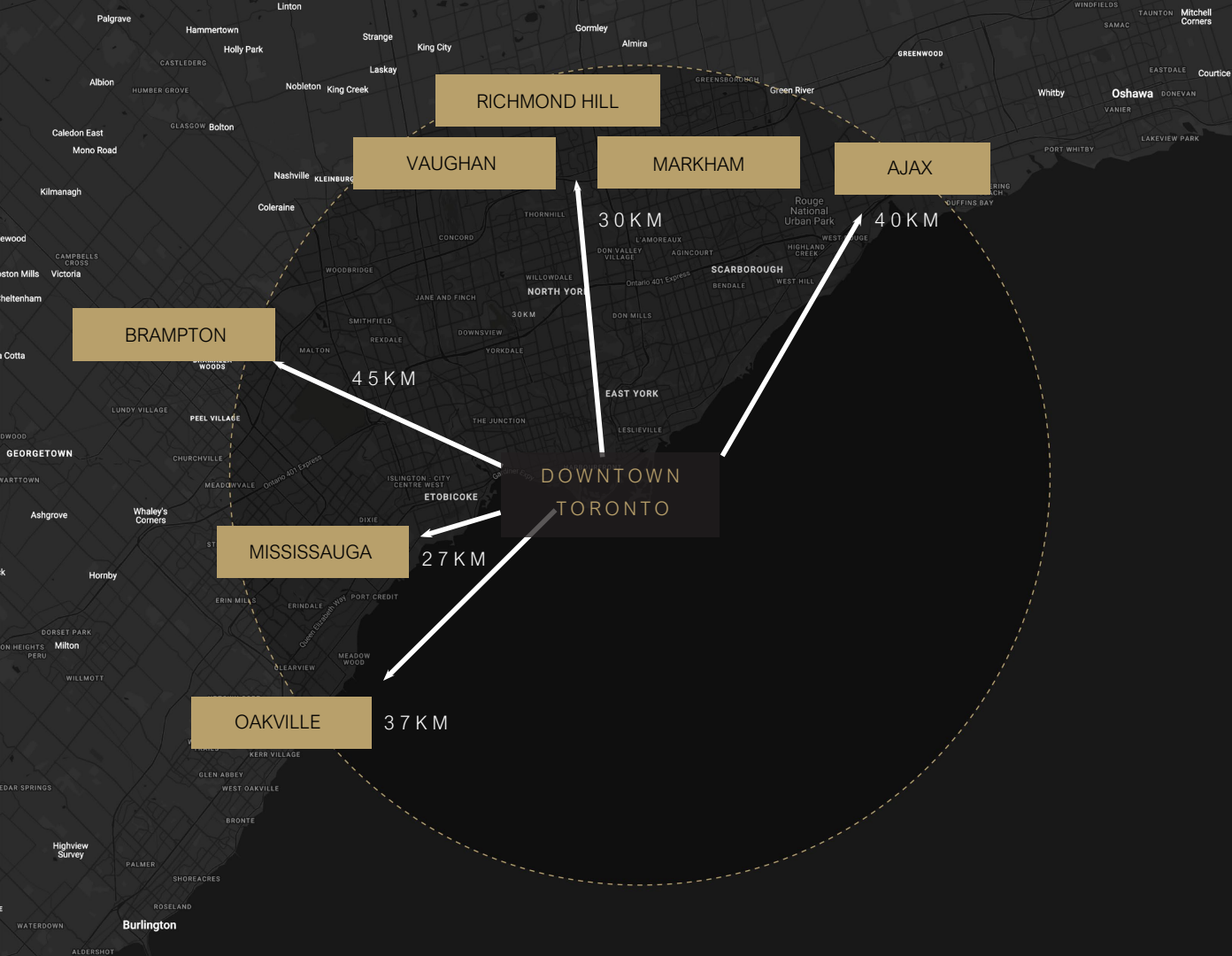
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INVESTMENT THESIS

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47 SUBURBS IN THE GTA
1 DOWNTOWN TORONTO

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DEVELOPMENT APPLICATIONS

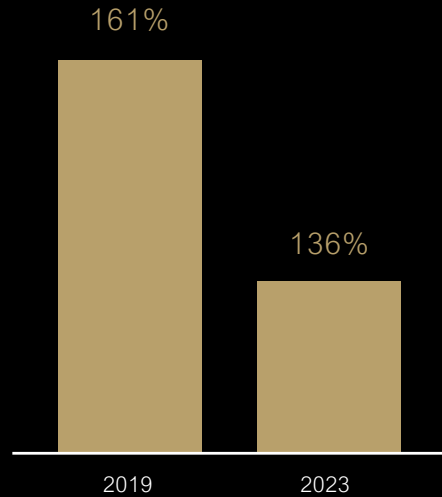
2,242

GTHA

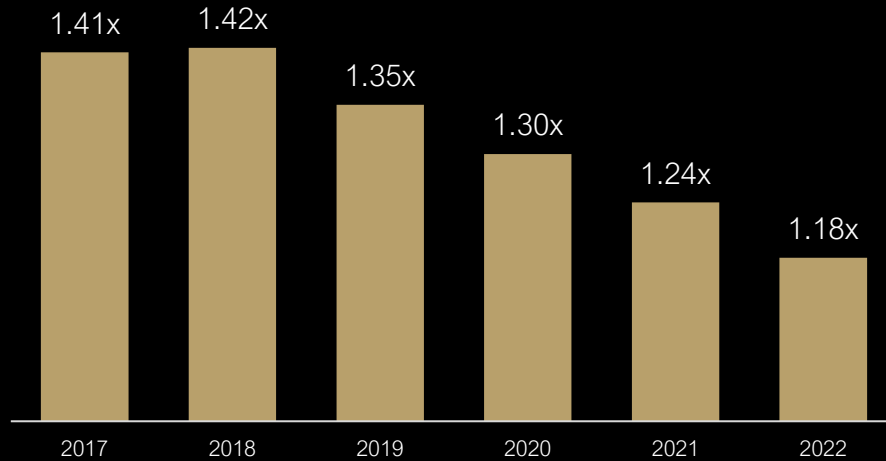
197

Downtown Toronto

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 | 53RD STREET



ALLURE

LOBBIES



ONE HIGH LINE



ALLURE

GYMS



53 WEST | 53RD STREET



ALLURE

500,000 NEW IMMIGRANTS PER YEAR

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500,000 NEW IMMIGRANTS PER YEAR

1% = 5,000 PEOPLE

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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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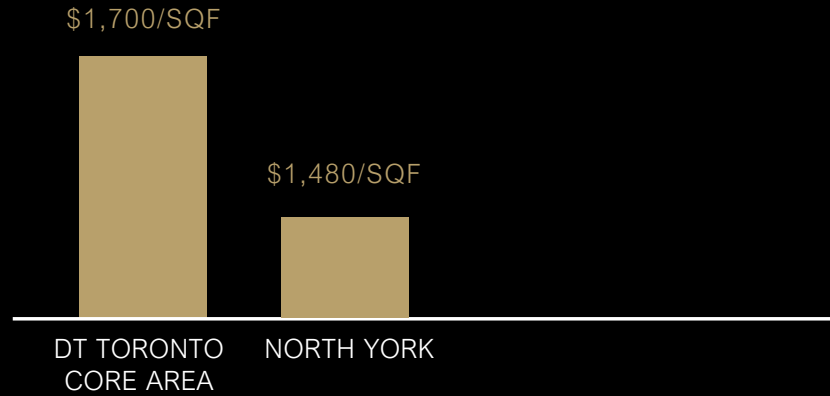
DOWNTOWN LUXURY CONDOS
AT AFFORDABLE PRICING

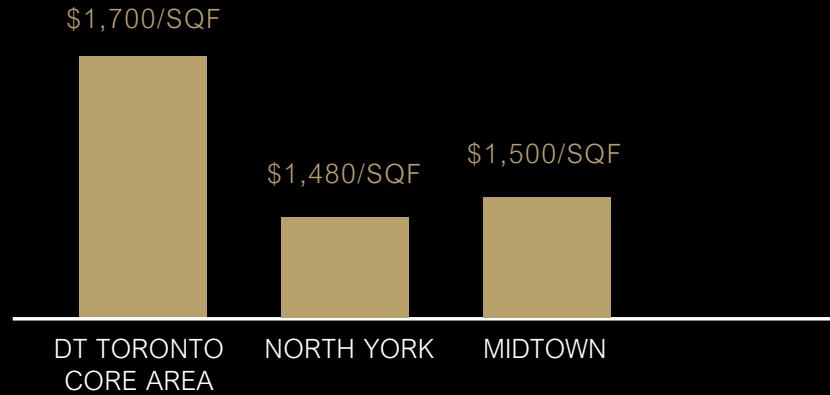
STARTING FROM \$600's

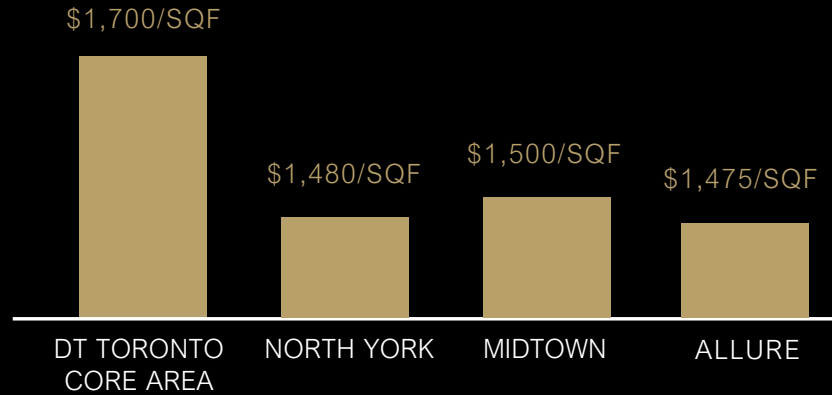
\$1,700/SQF



DT TORONTO
CORE AREA







ALLURE

FRANKFURT

1 BEDROOM

1 BATHROOM

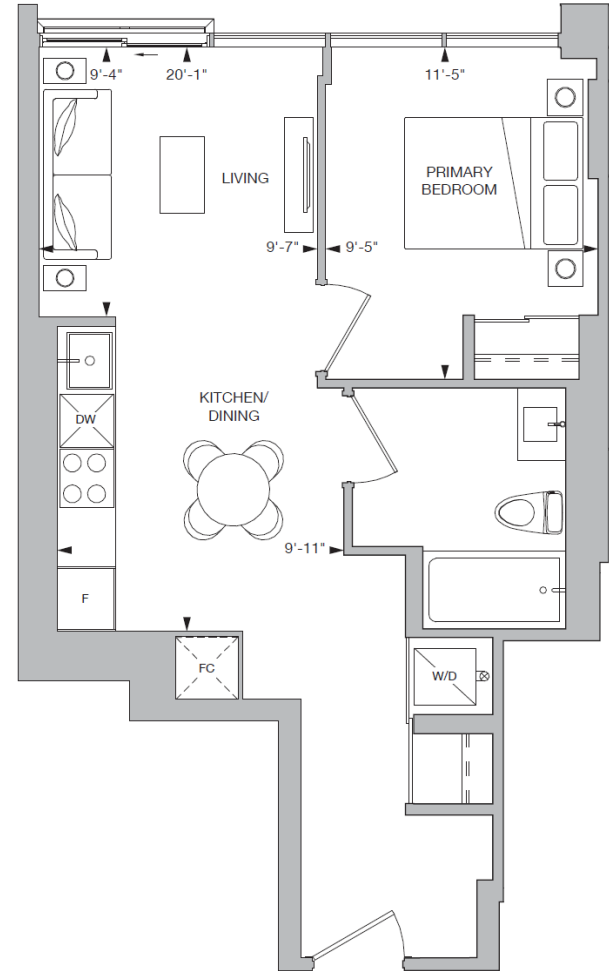
NORTH FACING

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 stated 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 FIDIC'S Conditions - Floor Area Calculations. Any area of measurement and/or specifications are subject to change without notice. Notwithstanding the foregoing, the purchaser is advised that the design, finishes, and specifications of the factory apartment in the unit may vary from the design and/or finishes 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 variation. The layout of the unit may be reversed depending on the location of the unit within the project. Any furniture depicted in the illustrative purposes only and does not necessarily reflect the fixtures, finishes, 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 building of the building as part of the overall design scheme and/or interior structural columns and may be required pursuant to the recommendations of the project's engineers. Ceiling heights are subject to bulkheads, exposed ducts, dropped ceilings and structural beams, as applicable pursuant to the plans. All features and finishes are subject to change without notice. E & O E, November 2023.



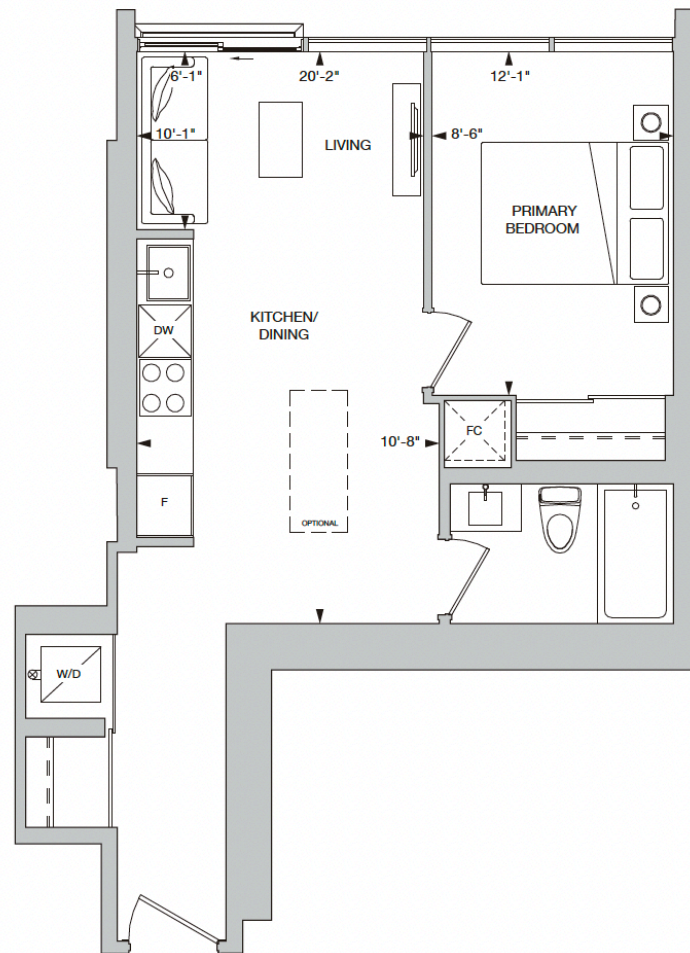
ALLURE

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

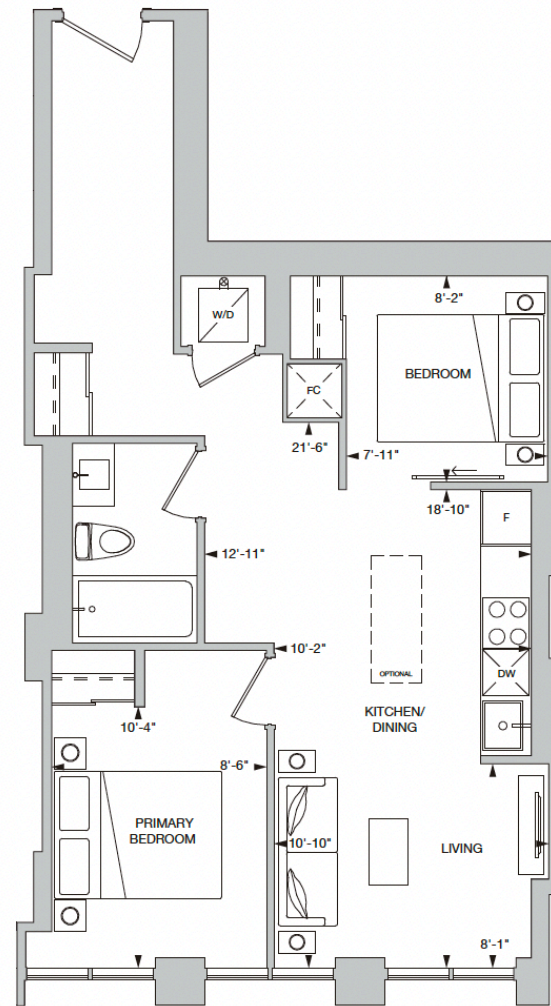
SOUTH FACING

INTERIOR 666 SQ.FT.

TOTAL 666 SQ.FT.

\$1,351/SQ.FT

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ALLURE

BUDAPEST

3 BEDROOMS

2 BATHROOMS

NORTHEAST FACING

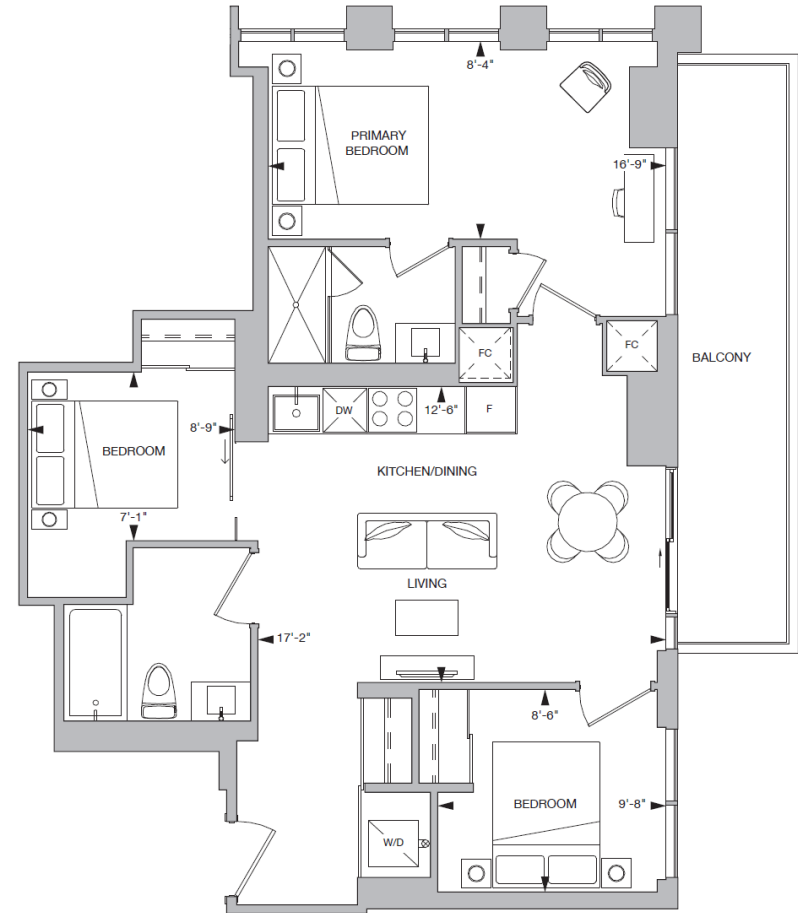
INTERIOR 846 SQ.FT.

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

A L L U R E

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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