ALLURE

EMBLEM

ALLURE



UNRIVALLED SOPHISTICATION

A NEW MONUMENT OF SOPHISTICATION AND PRESENCE ON TORONTO'S PRESTIGIOUS KING STREET. RISING 43 FLOORS, THIS CAPTIVATING COMMUNITY OFFERS 509 PREMIUM RESIDENTIAL UNITS IN THE HEART OF A HIGHLY-COVETED DOWNTOWN NEIGHBOURHOOD. HERE, YOUR DESIRED LIFESTYLE HAS BEEN METICULOUSLY CURATED TO MEET EVERY DISCERNING STANDARD. THE IMMEDIACY OF IT BEING UNLIKE OTHERS IS WHAT MAKES YOU FEEL **ALLURE.**



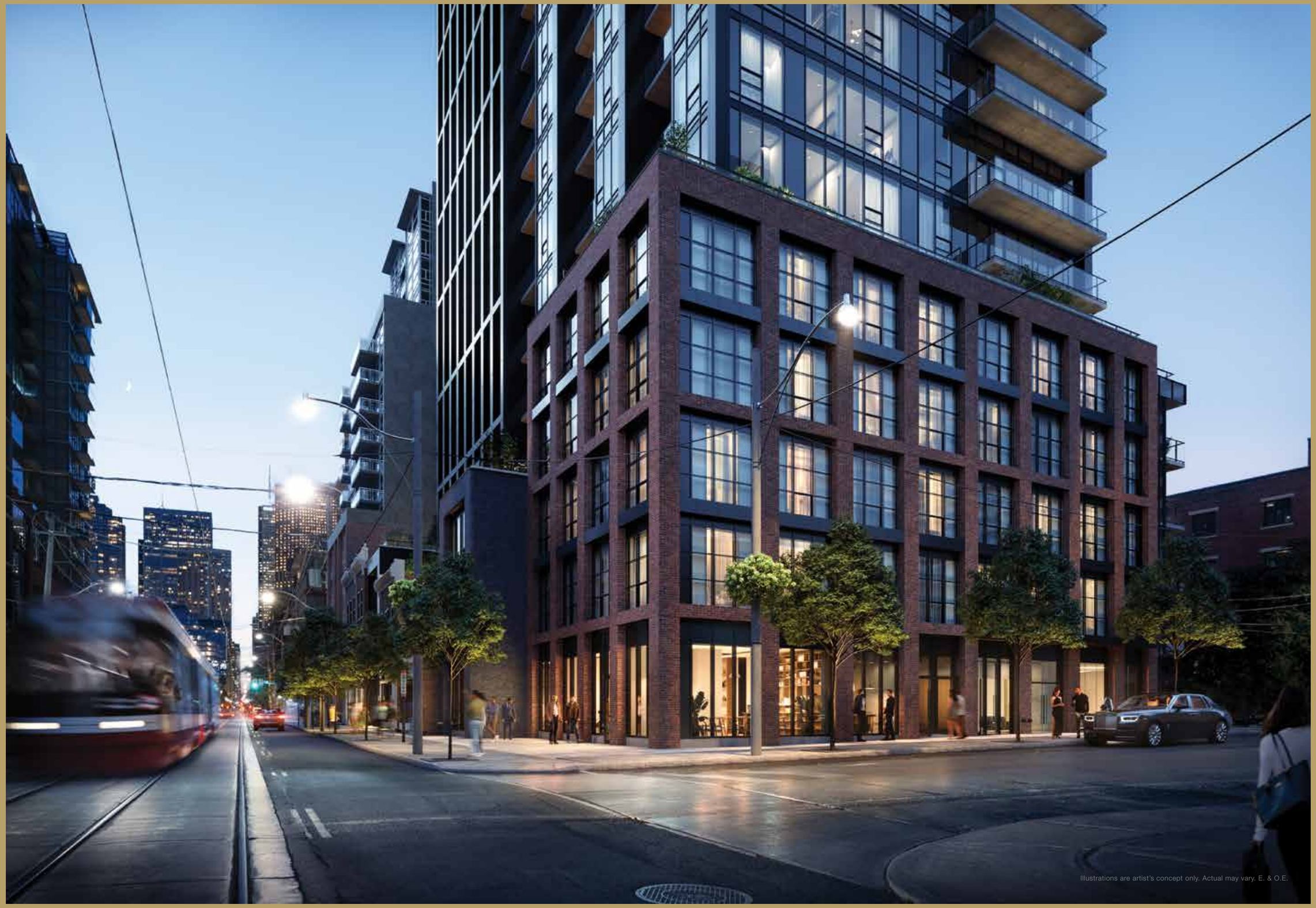
Illustrations are artist's concept only. Actual may vary. E. & O.E.



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THE SEVEN-STOREY PODIUM GROUNDING **ALLURE** WILL HOST CAREFULLY CURATED RETAILERS SELECTED TO MEET YOUR NEEDS AND, MORE IMPORTANTLY, YOUR WANTS. EMOTION IS EVOKED AS THE HISTORIC CHARM AT ITS BASE TRANSITIONS TO A REFINED ARCHITECTURAL EXPRESSION IN ITS TOWER. THIS LANDMARK RESIDENCE WILL FOREVER INFLUENCE TORONTO'S PERCEPTION OF LUXURY.

236 KING EAST



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DOWNTOWN TORONTO IS NOT A STORY THAT NEEDS TO BE TOLD. WITH ITS PRIME LOCATION IN A CITY RIVALLING OTHER MAJOR GLOBAL METROPOLITAN CENTRES SUCH AS NEW YORK AND LONDON, **ALLURE** PLACES YOU RIGHT AT THE CENTRE OF TORONTO'S INCREDIBLE NEXT WAVE OF GROWTH. THIS IS WHERE DISTINCTION MEETS INNOVATION.



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MINUTES FROM THE FINANCIAL DISTRICT AND STEPS AWAY FROM THE WATERFRONT, **ALLURE** STANDS IN A MARKET-DRIVEN MIXED-USE NEIGHBOURHOOD – CONNECTED TO TORONTO'S TOP AMENITIES FOR ANYTHING FROM WORK TO PLAY. HERE, THE CITY'S BEST AND BRIGHTEST COME TOGETHER TO EXPERIENCE ALL THAT MAKES KING STREET LIVING UTTERLY UNIQUE.

100
WALK SCORE

100
TRANSIT SCORE

98
BIKE SCORE

ASPIRATIONAL LIVING

LIVING AT **ALLURE** OPENS YOU TO A WORLD OF BOLD, DYNAMIC ENERGY AND EXCITING NEW EXPERIENCES. WITH KING STREET AT YOUR FRONT DOOR, YOU ARE UNIQUELY IMMERSED IN WHAT MAKES TORONTO A WORLD-CLASS CITY. THIS IS A LIFESTYLE THAT MANY CAN ONLY DREAM OF, SURROUNDED BY A PANOPLY OF RICH CULTURES, EVER-CHANGING FASHIONS, INNOVATIVE ENTERTAINMENT, RENOWNED CULINARY EXPLORATION AND MUCH, MUCH MORE.

THE HEART OF THE CITY

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.

IN PARTNERSHIP WITH:

GRAND TOURING
AUTOMOBILES

Additional fees and/or exclusions may apply.

THE CITY BEFORE YOU



DINING
01 LOUIX LOUIS
02 AGAINST THE GRAIN
03 EL CATRIN DESTILERIA
04 PURE SPIRITS OYSTER BAR
05 WILDLY DELICIOUS AT THE DISTILLERY
06 SAKS FOOD HALL BY PUSATERI'S
07 CAFÉ ORO DI NAPOLI
08 SUD FORNO
09 CARISMA
10 CHOTTO MATTE
11 HENDRIKS RESTAURANT
12 MOTORINO CITTA
13 WOODS RESTAURANT AND BAR
14 HY'S STEAKHOUSE & COCKTAIL BAR
15 LEÑA RESTAURANTE
16 TERRONI
17 BARBERIAN'S STEAK HOUSE
18 ARDO
19 GUSTO 501

DRINKS/PUBS
20 SPIRITHOUSE TORONTO
21 THE CARBON BAR

CAFÉS & BAKERIES
22 BALZAC'S COFFEE
23 SWEETIE PIE
24 BRICK STREET BAKERY
25 NEO COFFEE BAR
26 VERSUS COFFEE
27 ROOSTER COFFEE

ENTERTAINMENT
28 MASSEY HALL
29 SCOTIABANK ARENA
30 CINEPLEX CINEMAS YONGE-DUNDAS AND VIP
31 CAA ED MIRVISH THEATRE
32 MERIDIAN HALL
33 ST. LAWRENCE CENTRE FOR THE ARTS (COMING SOON)

SHOPPING
34 EATON CENTRE
35 THE MARKET BY LONGO'S
36 ST. LAWRENCE MARKET
37 WINNERS
38 LCBO
39 KLAUS
40 ROVE CONCEPT
41 NICHOLAS METIVIER ART GALLERY
42 EQ3

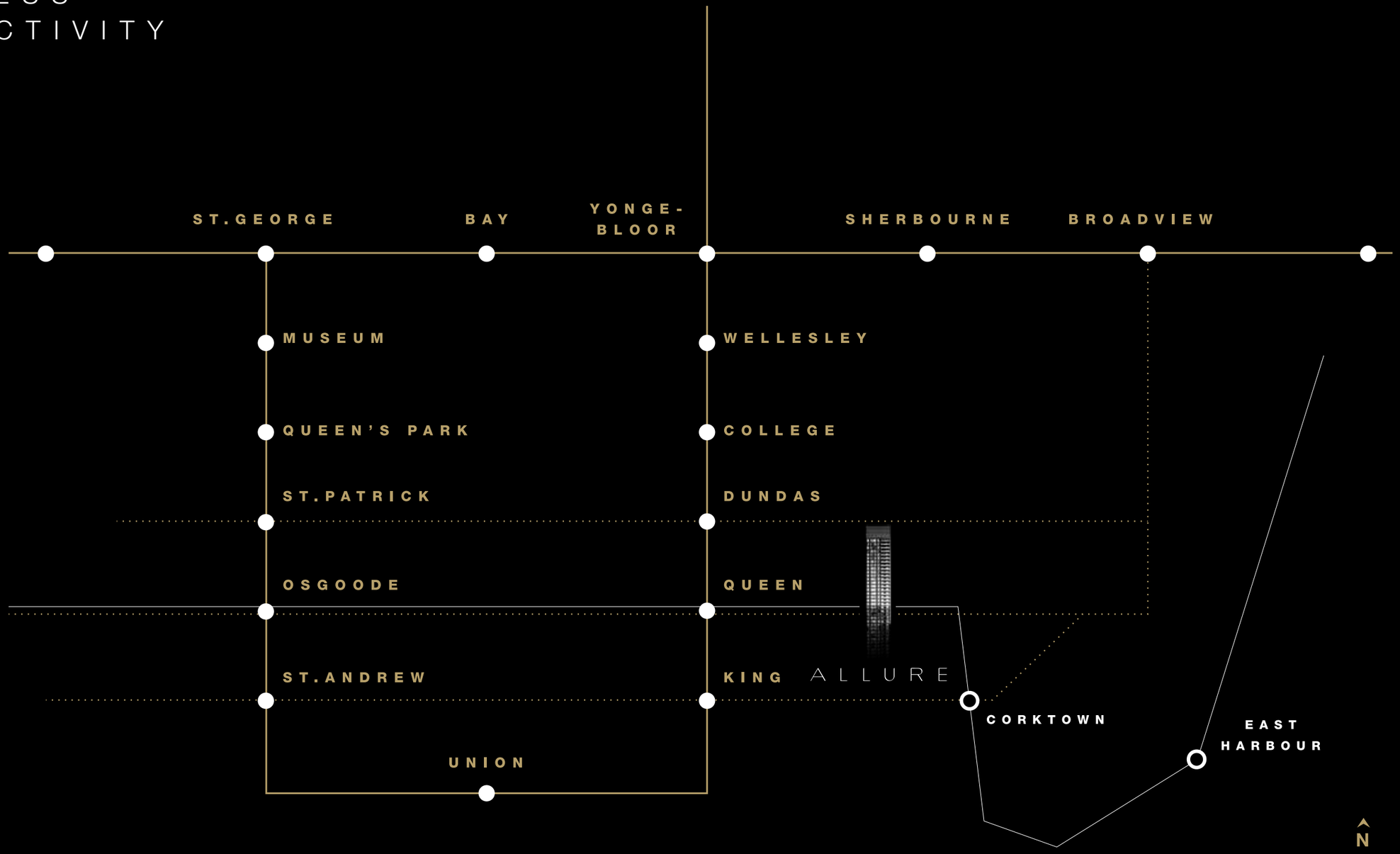
WELLNESS
43 SWEAT AND TONIC
44 F45
45 BODY BLITZ SPA
46 BODY + SOUL FITNESS
47 EQUINOX

ATTRACTIONS
48 THE DISTILLERY DISTRICT
49 GOODERHAM BUILDING
50 NATHAN PHILLIPS SQUARE
51 YONGE-DUNDAS SQUARE

SCHOOLS
52 GEORGE BROWN COLLEGE
53 TORONTO METROPOLITAN UNIVERSITY (RYERSON)
54 UNIVERSITY OF TORONTO
55 ONTARIO COLLEGE OF ART & DESIGN

PARKS
56 ST. JAMES PARK
57 SCULPTURE GARDENS
58 ALLAN GARDENS
59 BERCZY PARK
60 DAVID CROMBIE PARK
61 SUGAR BEACH

LIMITLESS CONNECTIVITY



TTC SUBWAY

TTC STREETCAR ROUTES

METROLINX ONTARIO SUBWAY (COMING SOON)

4 MODES OF TRANSPORTATION

GO METROLINX TTC UP Union Pearson Express

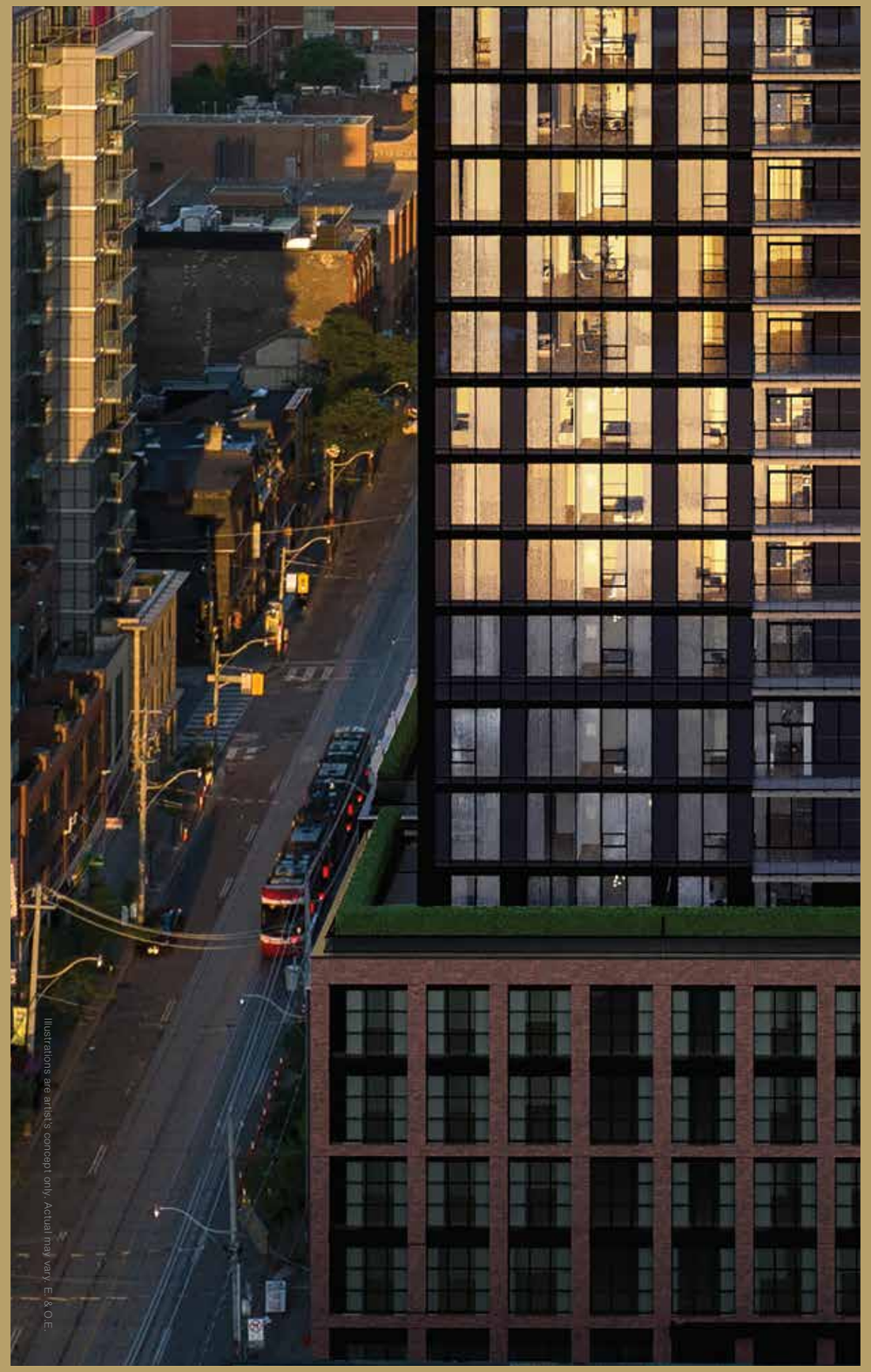
A TIMELESS EXPRESSION. A STRIKING EXAMPLE OF COMPELLING ARCHITECTURAL INTENTION. **ALLURE** IS AN OBJECT OF DESIRE THAT FEW WILL BE ABLE TO CALL HOME – A VISION THAT CALLS TO BE EXPLORED.



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

THE PRESERVED HERITAGE FAÇADE FLOWS WITH THE RED BRICK OF **ALLURE**'S BASE, COMPLEMENTING THE NEIGHBOURHOOD'S HISTORY BEFORE CONTRASTING WITH THE QUIET CONFIDENCE OF THE CHARCOAL BRICK GRID.

SLENDER SHAFTS OF SHIFTING MATERIALITY PRESENT A LIGHTER, GLASSIER APPEARANCE AS THE BUILDING APPROACHES THE CORNER, BREAKING DOWN THE TOWER'S MASS. FROM THERE, **ALLURE** EXTENDS SKYWARD,SET BACK AND ARTICULATED IN A STEPPED MANNER, MIRRORING THE MOVEMENT OF THE STREETSCAPE.



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CONTEMPORARY SOPHISTICATION

ALLURE IS ARTISANSHIP, EVERY ELEMENT OBSESSED OVER TO DELIVER A SPACE THAT EFFUSES COMPETENT REFINEMENT VOLUMETRICALLY, MATERIALLY AND FUNCTIONALLY.

ALLURE IS CRAFTED TO STAND ON THE WORLD STAGE, A NONCONFORMIST TO ITS DIVERSE RESIDENTS. IT IS A RECOGNIZABLE URBAN ENVIRONMENT THAT DOESN'T FORCE ITSELF ON THE SPACE.

QUIET AND ELEGANT, THE COMMITMENT TO QUALITY EVOKES A FEELING THAT NO WORDS CAN. NEUTRAL IN TONE BUT CONFIDENT IN TEXTURE, EVERY SPACE ALLOWS THE ARTISTRY OF **ALLURE** TO COME FORWARD.

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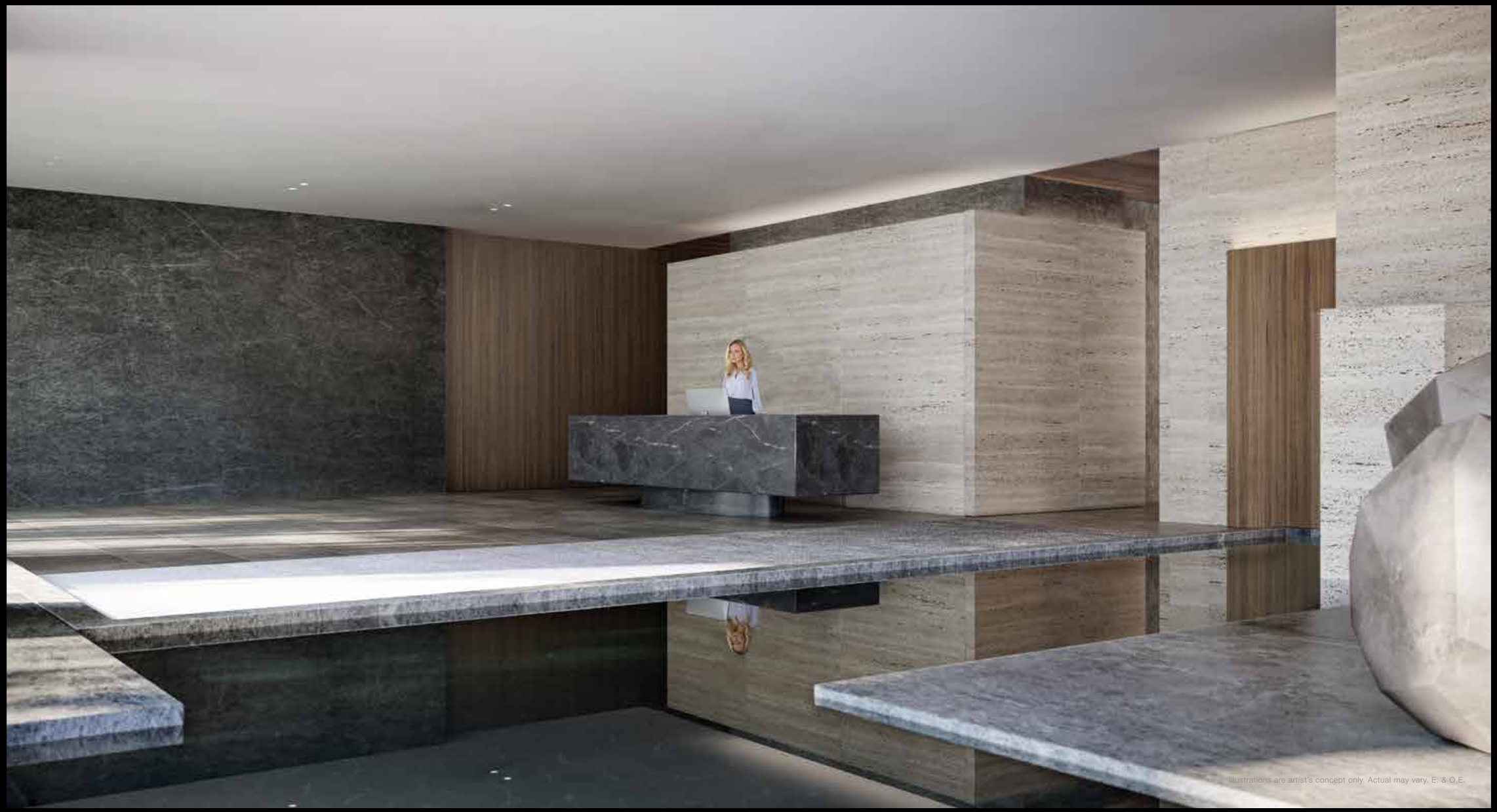
QUIET THE WORLD

ALLURE IS UNLIKE ANY OTHER. OFFERING A CURATED SELECTION OF AMENITIES DELIVERING UNPARALLELED SERVICE AND HOSPITALITY. YOU'LL FIND A HOST OF COMFORTS HERE, ALL METICULOUSLY CONSIDERED TO BRING YOU CONSUMMATE LUXURY RANGING FROM THE EXCLUSIVE SPA TO THE PRIVATE SCREENING ROOM AND MORE.

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24 HOUR CONCIERGE

NO MATTER YOUR NEED OR QUESTION, **ALLURE**'S 24 HOUR CONCIERGE IS ON STANDBY TO ENSURE YOUR DAY-TO-DAY OPERATES AT YOUR STANDARDS.



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HEALTH SPA

DESIGNED TO BECOME PART OF HOW YOU LIVE. NATURAL MATERIALS MOVE YOU TO TRANQUILITY THROUGH SIGHT AND TOUCH.



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SAUNA

COMPLETE WITH A SAUNA, STEAM ROOM AND PERSONAL MASSAGE ROOM, THE HEALTH SPA WAS DESIGNED AS A PRIORITY AND NOT AN AFTERTHOUGHT.



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FITNESS

BRIGHT, AIRY AND FINISHED AT THE HIGHEST STANDARDS, **ALLURE** OFFERS RESIDENTS INDOOR AND OUTDOOR FITNESS IN ADDITION TO A PRIVATE CYCLE STUDIO.



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WARMED BY COVE LIGHTING, **ALLURE**' S ELEGANT CYCLE STUDIO ACCOMMODATES SOLO RIDERS AND GROUPS.



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LIVE

ONLY THE FINEST MATERIALS ARE USED TO CREATE ENVIRONMENTS THAT YOU DESIRE DAILY. THE WELCOMING ATMOSPHERE AND AMPLE SPACE OF THE SOCIAL LOUNGE ACCOMMODATE ALL EVENTS, FROM FAMILY GET-TOGETHERS TO ELEGANT COCKTAIL HOURS.



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THE EMBODIMENT OF REFINED ELEGANCE, **ALLURE** SETS THE STAGE FOR DINNER PARTIES THAT FRIENDS AND COLLEAGUES WILL SEEK - MAKING YOURS THE HIGHLY-SOUGHT INVITE.



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UNPARALLELED DESIGN

HOST PRIVATE THEATRE NIGHTS IN YOUR SCREENING LOUNGE, PROVIDING TECHNOLOGY AND DESIGN THAT WILL LEAVE A LASTING IMPRESSION.



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LOBBY LOUNGE

THE CONFIDENT, VOLUMETRIC DESIGN OF THE LOBBY LOUNGE BALANCES BOLD ARCHITECTURAL LINES ALONGSIDE COMMISSIONED SCULPTURES WITH SOOTHING NATURAL MATERIALS, ALL SURROUNDED BY WATER. A MASTERPIECE.



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COWORKING LOUNGE I

EVERY ELEMENT OF THE COWORKING LOUNGE HAS BEEN METICULOUSLY CHOSEN TO ESTABLISH A SOPHISTICATED ENVIRONMENT THAT ENCOURAGES COLLABORATION AND CREATIVITY.



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COWORKING LOUNGE II

FROM SPIRITED DISCOURSE TO INDIVIDUAL PROJECT PLANNING, **ALLURE**'S BRIGHT COWORKING LOUNGE OFFERS PERFECT SCENERY FOR WORKING FROM HOME.



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CHILDREN'S PLAYROOM

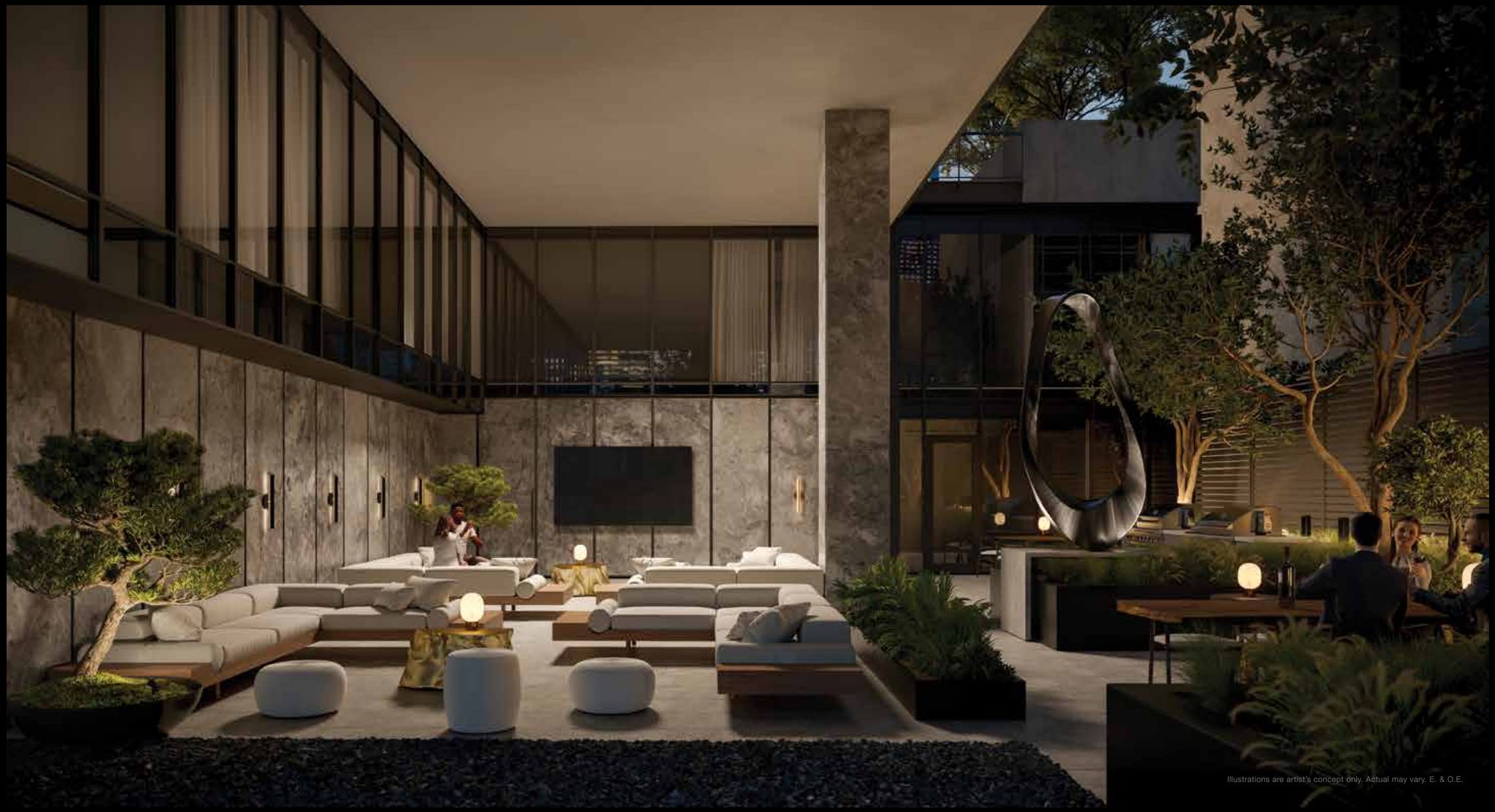
INSPIRED BY ACTIVITY AND DRIVEN BY IMAGINATION, THE CHILDREN'S PLAYROOM IS WHERE KIDS' SPIRITS COME ALIVE TO PLAY, LEARN AND GROW.



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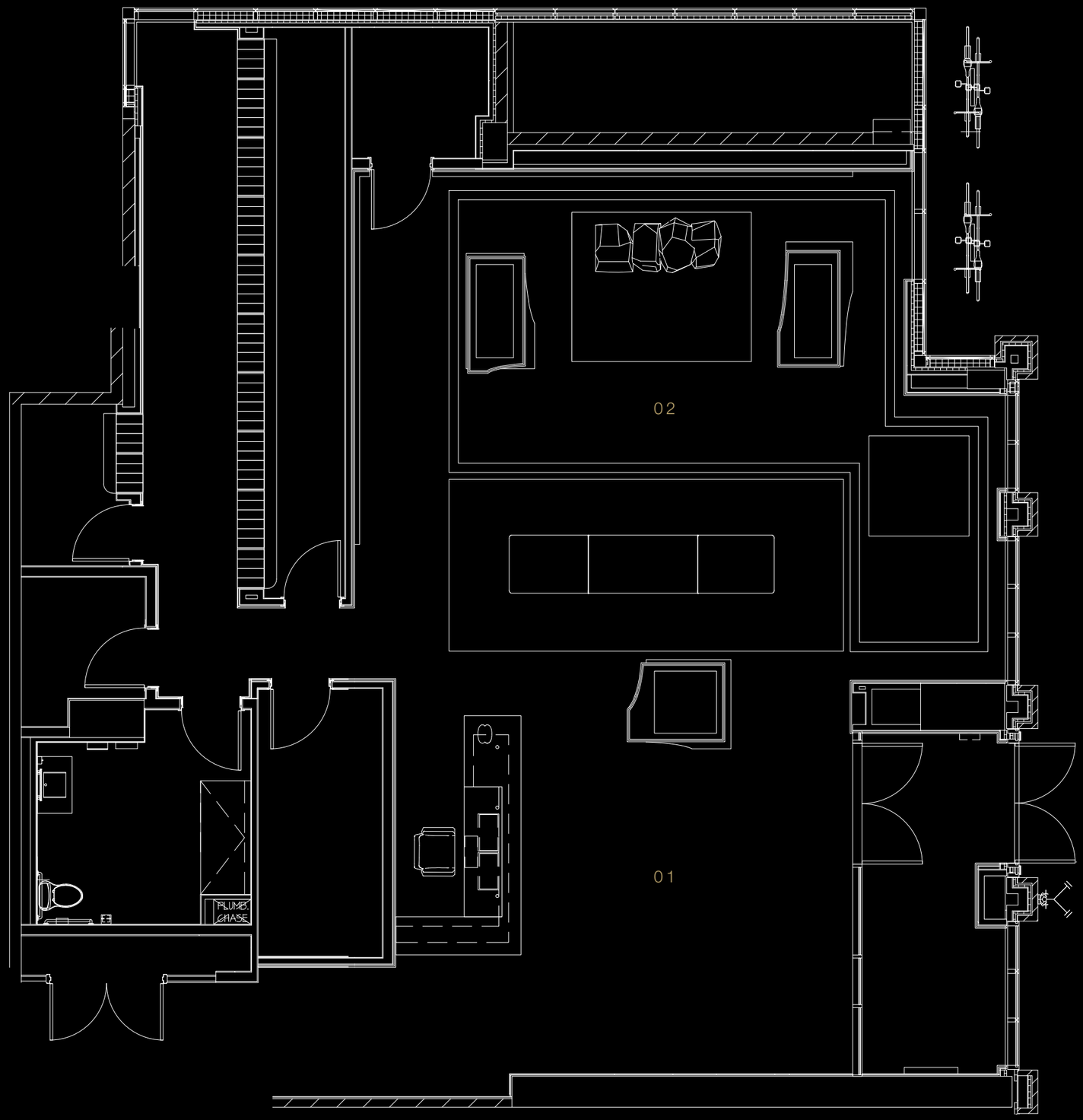
ENCHANTED TERRACE

NATURE'S UNBRIDLED ENERGY MEETS **ALLURE**'S REFINED CRAFTSMANSHIP. THE ENCHANTED TERRACE HAS SCALE AND IS OPEN YET PRIVATE.



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AMENITY
GROUND LEVEL



01 24 HOUR CONCIERGE

02 LOBBY LOUNGE (INCL. WATER FEATURE)

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AMENITY
LEVEL TWO



01 OUTDOOR LOUNGE/ DINING (INC. BBQS)

02 SOCIAL LOUNGE

03 SCREENING ROOM

04 CHILDREN'S PLAYROOM

05 CHILDREN'S PLAYROOM TERRACE

06 STEAM, SAUNA, MASSAGE AND CHANGE ROOMS

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AMENITY
LEVEL FOUR



01 COWORKING LOUNGE I

02 COWORKING LOUNGE II

03 OUTDOOR COWORKING LOUNGE

04 OUTDOOR SCULPTURE

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AMENITY
LEVEL EIGHT



01 OUTDOOR YOGA AREA

02 OUTDOOR GYM/ TRAINING AREA

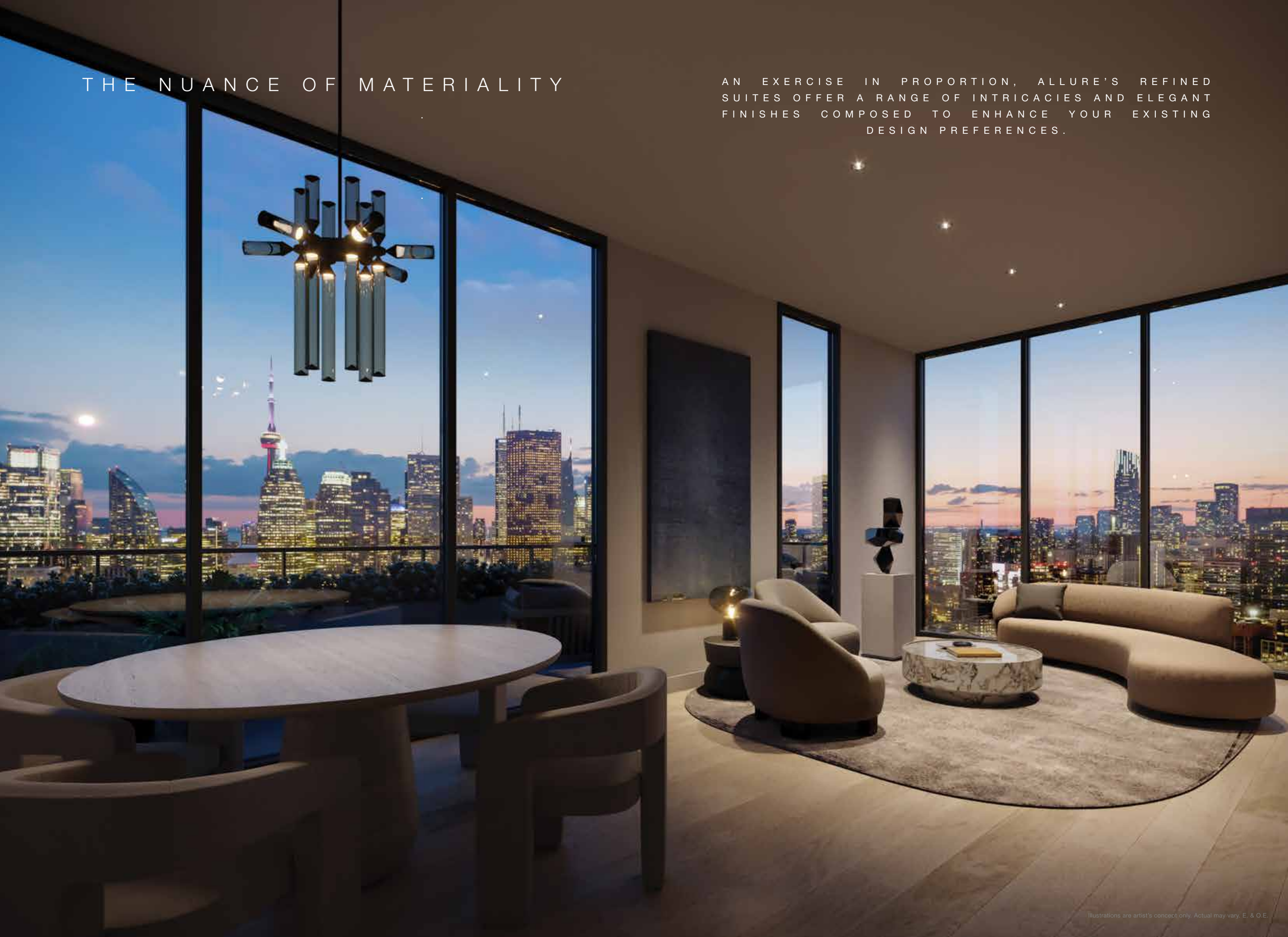
03 GYM

04 CYCLE STUDIO

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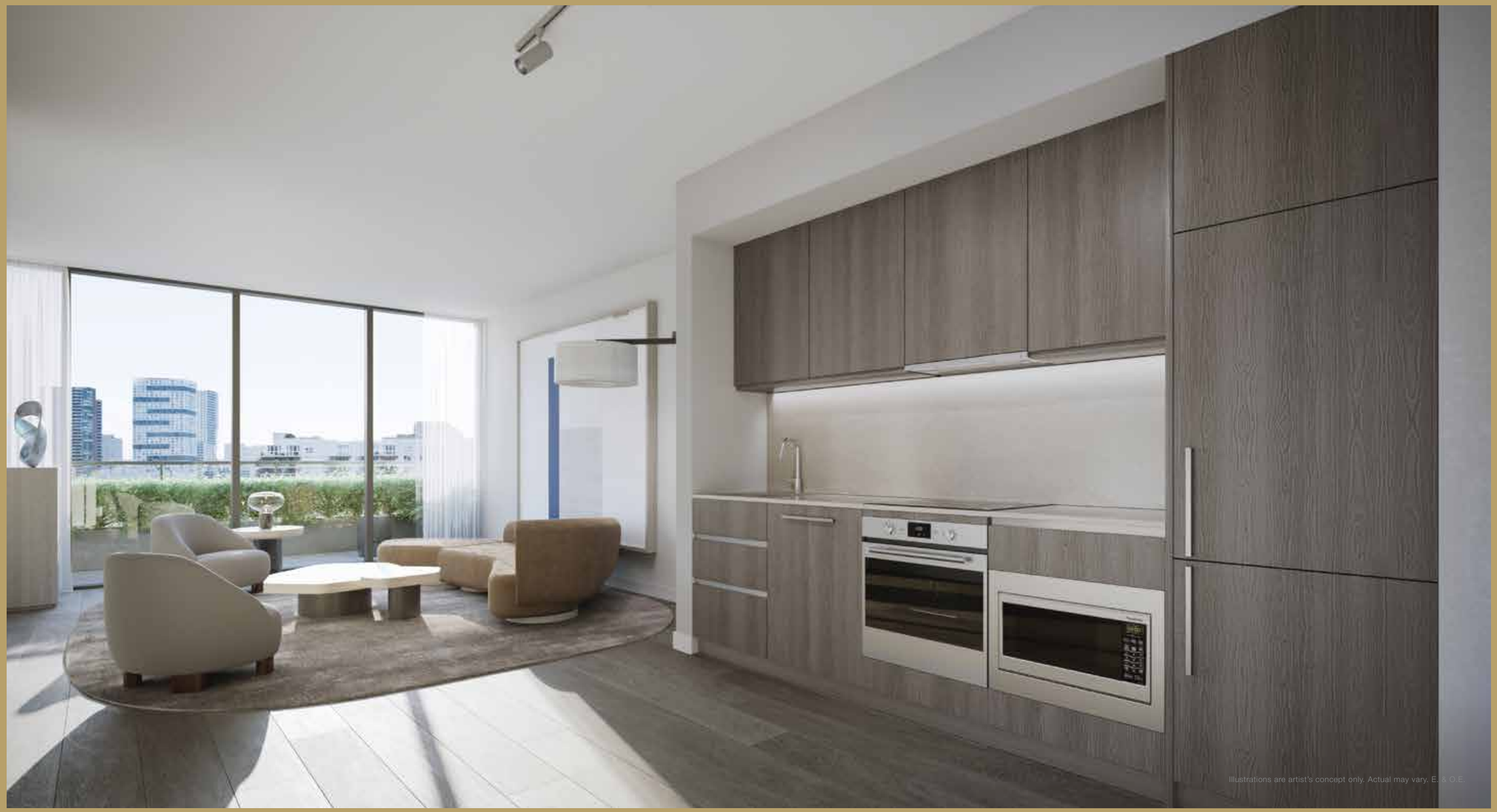
THE NUANCE OF MATERIALITY

AN EXERCISE IN PROPORTION, ALLURE'S REFINED SUITES OFFER A RANGE OF INTRICACIES AND ELEGANT FINISHES COMPOSED TO ENHANCE YOUR EXISTING DESIGN PREFERENCES.



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EVERY ASPECT OF YOUR KITCHEN, NO MATTER HOW MINUTE, HAS BEEN CAREFULLY CONSIDERED TO ENSURE THE SPACE STANDS AS AN ELEGANT CELEBRATION OF LUXURIOUS STANDARDS AND AN ARTFUL DISPLAY OF FUNCTION.



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SMART LIVING

ALLURE OFFERS A SUITE OF INNOVATIVE SMART COMMUNITY FEATURES. ENJOY EXCEPTIONAL CONVENIENCE EVERY DAY WITH PREMIUM RESIDENT BENEFITS LIKE BUILDING AND SUITE ENTRANCE VIA YOUR PHONE WITH A DIGITAL KEY CARD, 1-WAY VIDEO FROM YOUR PHONE TO THE ENTRY SYSTEM FOR GUEST VERIFICATION, FACIAL RECOGNITION ENTRY AND MORE.

ARCHITECTURE

ARCADIS | IBI GROUP

ARCADIS | IBI GROUP IS DEFINING THE CITIES OF TOMORROW FROM HIGH-RISES TO INDUSTRIAL BUILDINGS, SCHOOLS TO STATE-OF-THE- ART HOSPITALS, TRANSIT STATIONS TO HIGHWAYS, AIRPORTS TO TOLL SYSTEMS, BIKE LANES TO PARKS, ARCADIS | IBI GROUP DESIGNS EVERY ASPECT OF TRULY INTEGRATED CITIES. THEIR COLLABORATIVE APPROACH FOCUSES ON FUTURE-FORWARD SOLUTIONS, BRIDGING THE GAP BETWEEN DESIGN AND TECHNOLOGY, UNLOCKING NEW POTENTIAL IN DATA-DRIVEN ENVIRONMENTS. ARCADIS | IBI GROUP BELIEVES IN CITIES BUILT UPON INTELLIGENT SYSTEMS SUSTAINABLE BUILDINGS, EFFICIENT INFRASTRUCTURE AND THE HUMAN TOUCH.

INTERIOR DESIGN

BURDIFILEK

BURDIFILEK IS AN AWARD-WINNING INTERIOR DESIGN STUDIO THAT TRANSFORMS SPACES TO INSPIRE POSSIBILITY AND PURPOSE THROUGH DESIGN. FOUNDED BY DIEGO BURDI AND PAUL FILEK IN 1993, THE FIRM PUTS CREATIVE INTELLIGENCE, CULTURAL RELEVANCE AND FLAWLESS EXECUTION AT THE FOREFRONT OF ALL PROJECTS TO CREATE UNEXPECTED AND EXPRESSIVE INTERIORS FOR WORLD-CLASS BRANDS AROUND THE GLOBE. WITH OVER 150 AWARDS, BURDIFILEK IS RENOWNED FOR ITS ACCOMPLISHMENTS ON HIGH-PROFILE PROJECTS.

ALLURE

EMBLEM DEVELOPMENTS IS ONE OF THE FASTEST GROWING REAL ESTATE DEVELOPMENT COMPANIES IN THE GTA, WITH A FOCUS ON HIGH-RISE RESIDENTIAL BUILDINGS. EMBLEM'S COMMITMENT TO DESIGN AND QUALITY PRODUCTS HAS BEEN RECOGNIZED BY ESTEEMED ORGANIZATIONS WITHIN THE BUILDING INDUSTRY, WITH AWARDS THAT STAND AS A TESTAMENT TO THEIR APPROACH. SINCE INCEPTION, EMBLEM HAS BEEN DRIVEN BY A MISSION OF CRAFTING HOMES OF THE FINEST CALIBRE FOR RESIDENTS AND THE COMMUNITY. EMBLEM'S CURRENT PORTFOLIO CONSISTS OF OVER 4,500 RESIDENCES REPRESENTING $3.6 BILLION OF DEVELOPMENT VALUE.

EMBLEM RECOGNITION

Within the last 3 years:

11	02	06
The Nationals	BILD Awards	WE HBA Awards



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