

YSL

YONGE STREET LIVING RESIDENCES

C R E S F O R D : L U X U R Y R U L E S

Rule # 1: Your address says everything about you

How you live is ultimately the result of where you live. That is why Cresford specifically chooses the city's most prime locations.

Rule # 2: Live like everyone is watching

Great minds think alike. That is the reason Cresford is so selective in the company it keeps, drawing inspiration from the world's most respected designers.

Rule # 3: True luxury always rises to the top

Design is the quintessential element in every Cresford condominium. Seeking the counsel of pre-eminent architects and designers results in a reputation worthy of adulation.

Rule # 4: Embrace the great outdoors

Synergy between humanity and Mother Nature results in a harmony that provides a tranquil break from the pandemonium of city life.

Rule # 5: Sophistication is found in every detail

An adherence to the principles of executing the details with panache and precision results in a final vision that is the envy of your peers.

Rule # 6: Command the future

When you are the master of your own destiny, you are assured that your intention becomes a reality. For that reason, Cresford takes care to plan, build and administer every stage in the development process.

The Cresford Competitive Advantage is a result of following this mandate to strive for distinction. Our Rules provide a guarantee that an investment in a Cresford condominium, is an investment in excellence.

Cresford

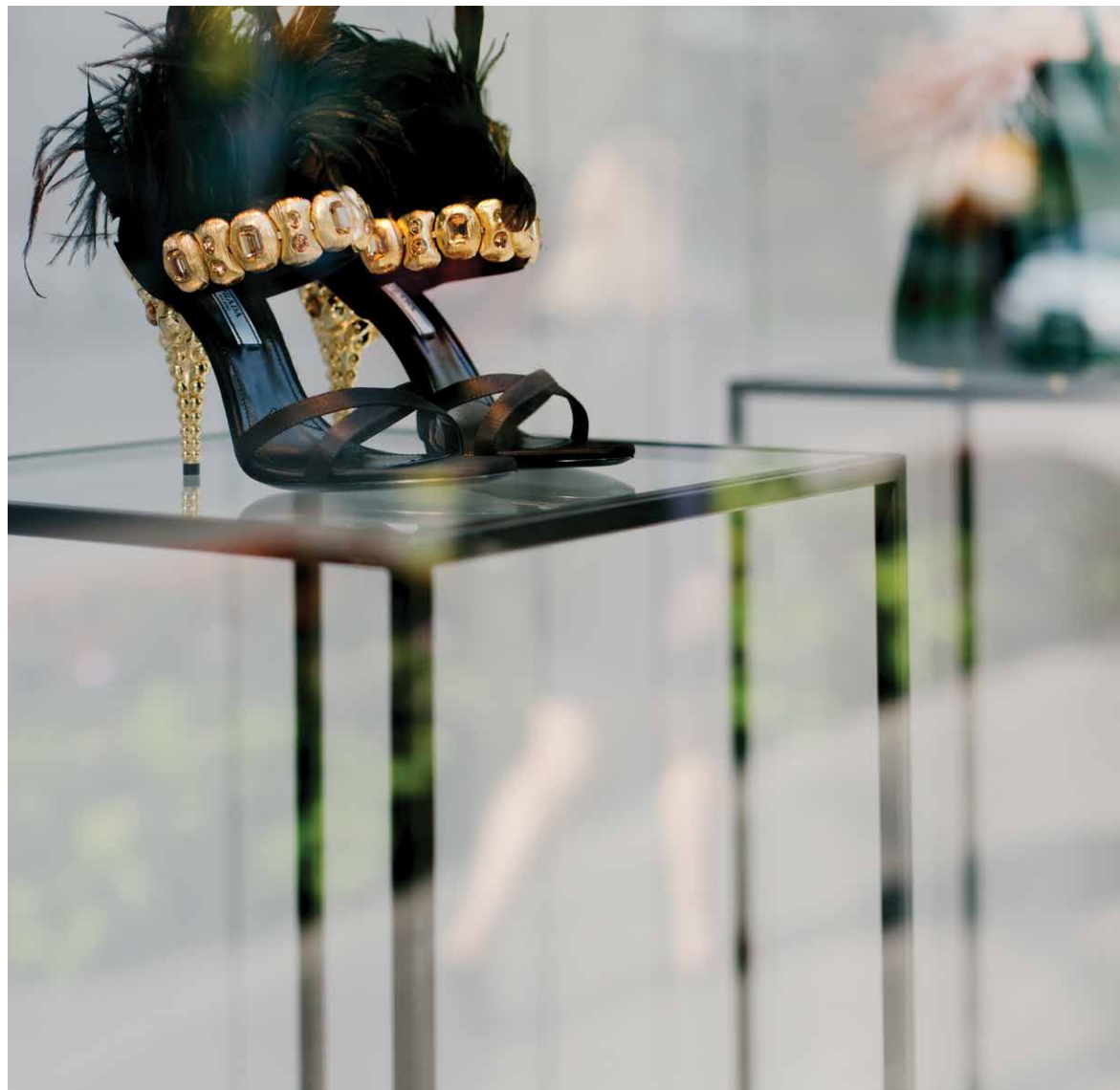
CRESFORD: LUXURY RULES

Nº1

YOUR ADDRESS SAYS
EVERYTHING ABOUT YOU



ACTUAL PHOTO
ENTRANCE - 1THOUSAND BAY



As Toronto continues to flourish, the city-centre engenders a magnetic attraction. This is where Cresford has chosen to concentrate their efforts to develop iconic buildings that attract attention and elicit praise from those who appreciate location, design and value. Dubbed: The Cresford Corridor, Yonge Street from Bloor to Dundas has been re-shaped by the brilliant architecture of the many Cresford towers. Taking pride in selecting only the most iconic neighbourhoods from the Yonge Street core to the historic streets of Yorkville, the influence of Cresford's imaginative structures have revitalized the city and recreated the skyline, while infusing Toronto with a worldly sense of flair.

CRESFORD: LUXURY RULES

No 2

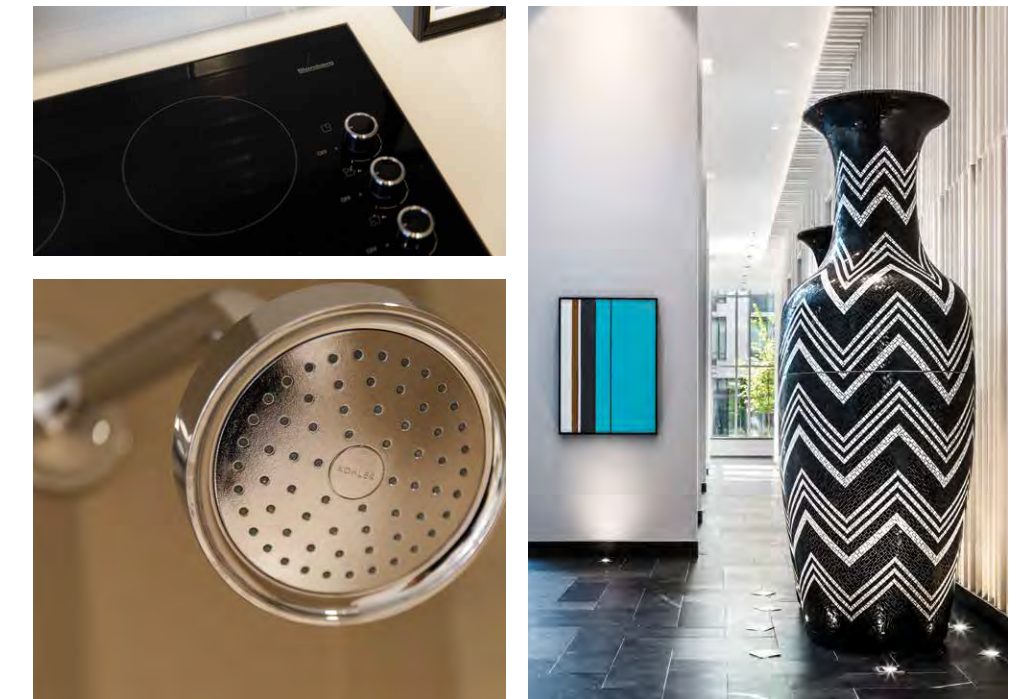
LIVE LIKE EVERYONE
IS WATCHING



ACTUAL PHOTO
LOBBY FURNISHED WITH MISSONIHOME - CASA II



ENTRANCE – HALO RESIDENCES



ACTUAL PHOTO
LOBBY FURNISHED WITH MISSONIHOME – CASA II

Cresford is recognized as a devotee of some of the world's most sought-after fashion luminaries and brands. We remain inspired by a worldly array of exclusive international labels including esteemed visionaries such as: Armani/Casa, Fendi Casa, MissoniHome, Hermès, Diesel Living, Baccarat, Bottega Veneta and more. Our legion of upper echelon brands is a continuing inspiration whose influence can be found in our lavish lobbies and unmatched amenity spaces. Moreover, you'll find that esteemed names like: Miele, Kohler and Scavolini add a valuable touch to each suite we build. We take inspiration from them in our various projects as we continue to seek out global fashion icons to complement our ever-growing portfolio of prestigious residences.



SUITE – VOX CONDOMINIUMS

CRESFORD: LUXURY RULES

Nº3

TRUE LUXURY ALWAYS
RISES TO THE TOP



EXTERIOR – THE CLOVER ON YONGE



Every Cresford concept revolves around providing our future residents with a breathtaking array of amenities wrapped in a cloak of world-class architecture. Our partnerships with some of the world's most accomplished architectural firms have resulted in the creation of landmark edifices that delight and amaze. We envision stunning lobbies that rival the grandest of resorts and hotels. Our recreational spaces provide a luxurious oasis where opulence and inventiveness spin an exotic mix to relax and revitalize. Our gyms and workout facilities are designed to offer every conceivable resource from the serenity of a yoga pose to the hard-core exertion of an Olympic calibre training session. Every aspect of the good life is captured in the essence of each Cresford property.

ACTUAL PHOTO
LOBBY – MYC



ACTUAL PHOTO
LOBBY – 1THOUSAND BAY



ACTUAL PHOTO
GYM – 1THOUSAND BAY



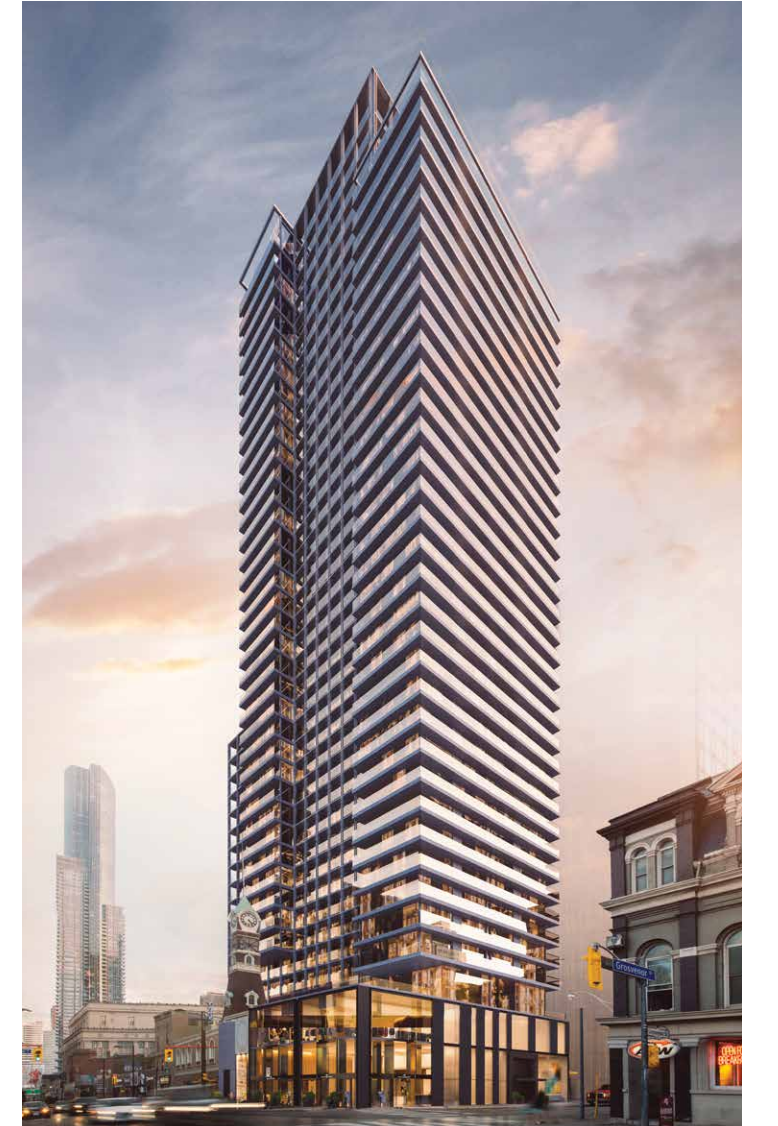
ACTUAL PHOTO
LOUNGE – 1THOUSAND BAY



ACTUAL PHOTO
EXTERIOR – MYC



ACTUAL PHOTO
GUEST SUITE FURNISHED WITH MISSIONHOME – CASA II

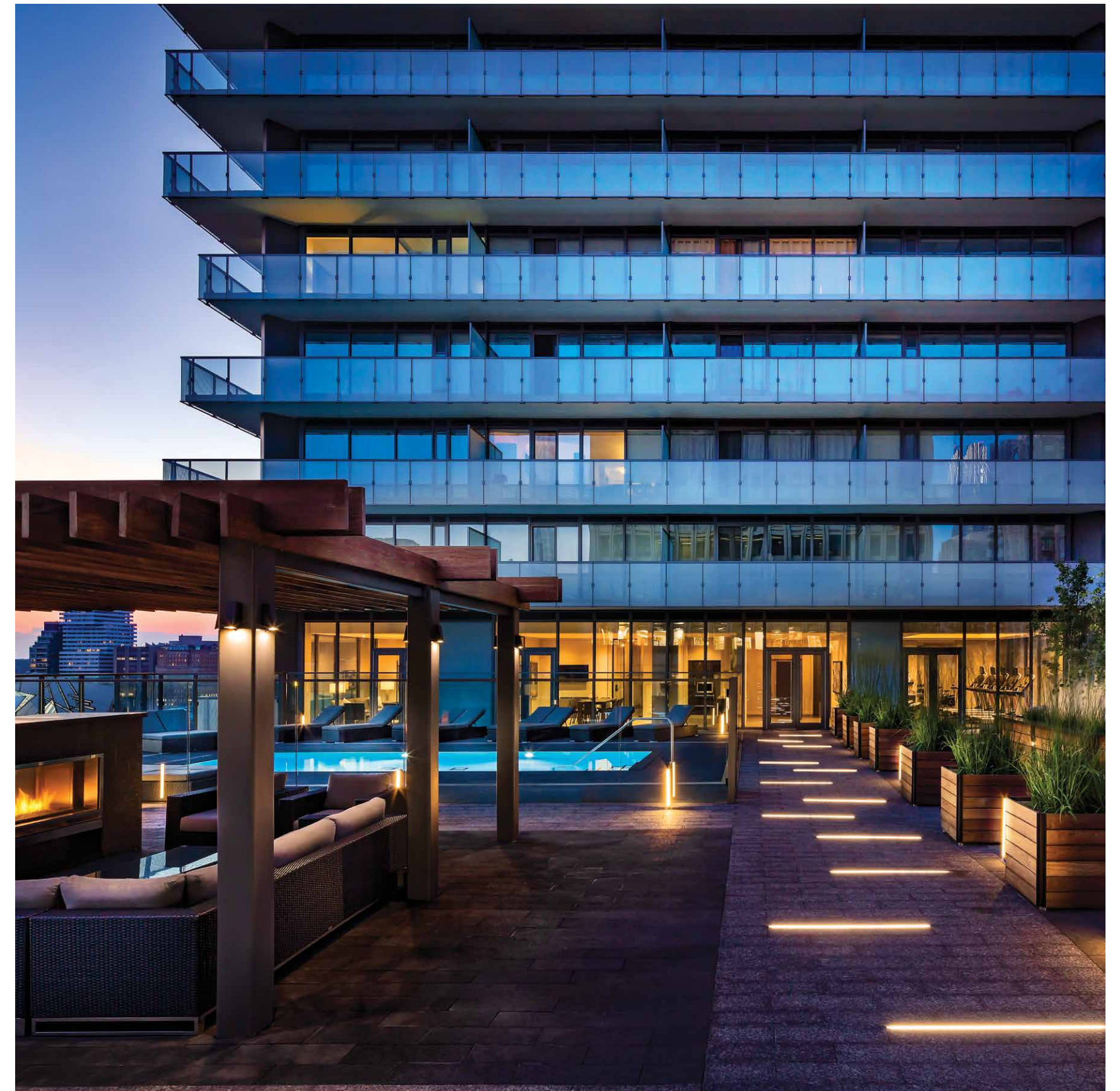


EXTERIOR – HALO RESIDENCES

CRESFORD: LUXURY RULES

N^o4

EMBRACE THE GREAT
OUTDOORS



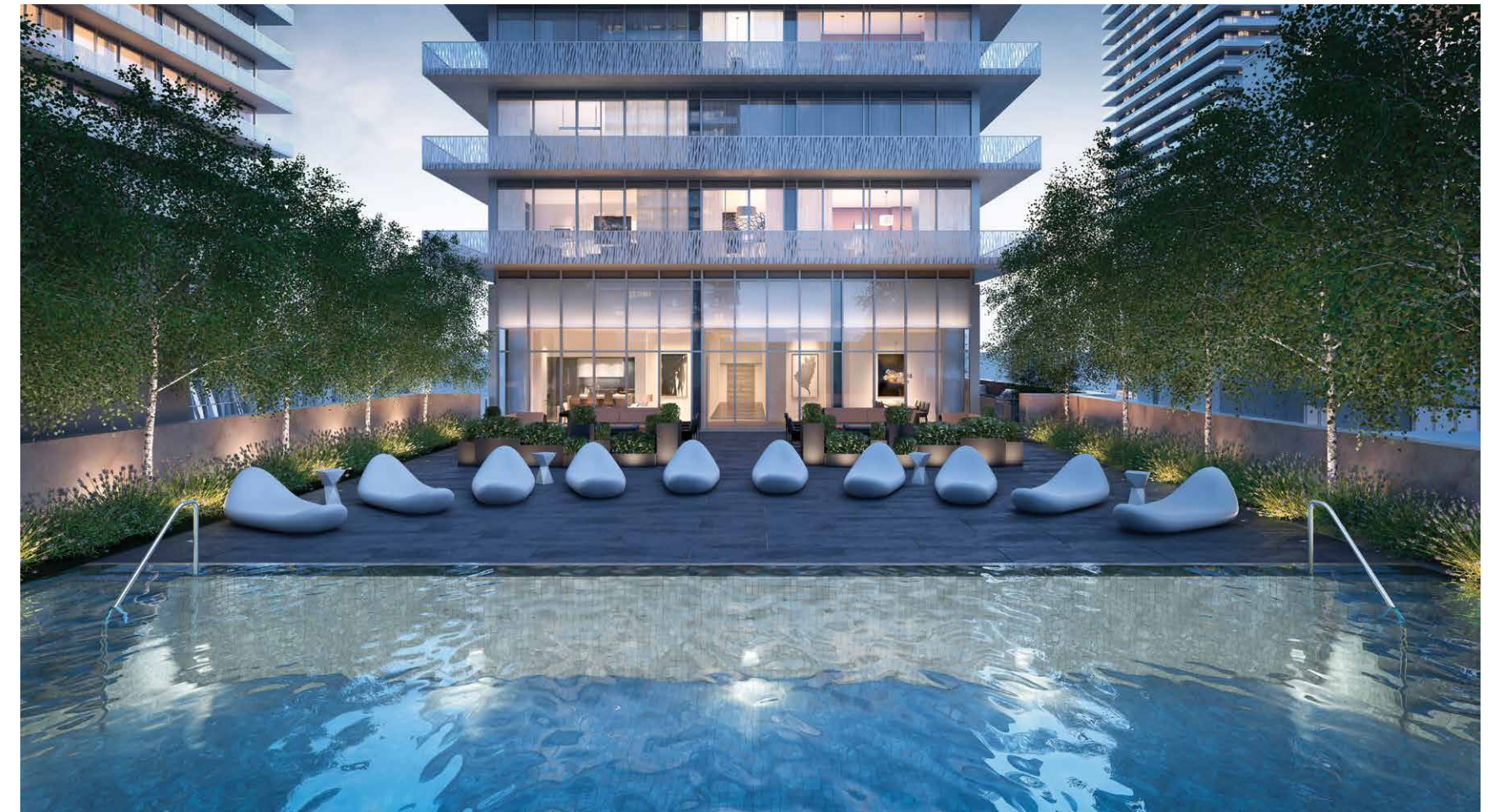
ACTUAL PHOTO
OUTDOOR AMENITY - 1THOUSAND BAY

ACTUAL PHOTO
EXTERIOR - 1THOUSAND BAY



OUTDOOR AMENITY - THE CLOVER ON YONGE

"Look deep into nature, and then you will understand everything better". These inspiring words from Albert Einstein are ingrained in the spirit of Cresford Developments. Each of our communities endeavours to connect residents with the beauty and serenity only nature can provide. That is why we opt for wondrous city-views, embrace sweeping wrap-around terraces and incorporate light and airy balconies in all of our designs. With sumptuous pools, sequestered courtyards and lavish landscaping a Cresford home provides a secluded sanctuary for every resident. Famous for implementing streetscapes that revitalize a neighbourhood like those created for our Casa I, II and III condos, you can be assured the surrounding landscaping will be planned to amaze! Our reverence for integrating natural components into an urban lifestyle, sets us apart in a world where 'green' is celebrated and sought after.

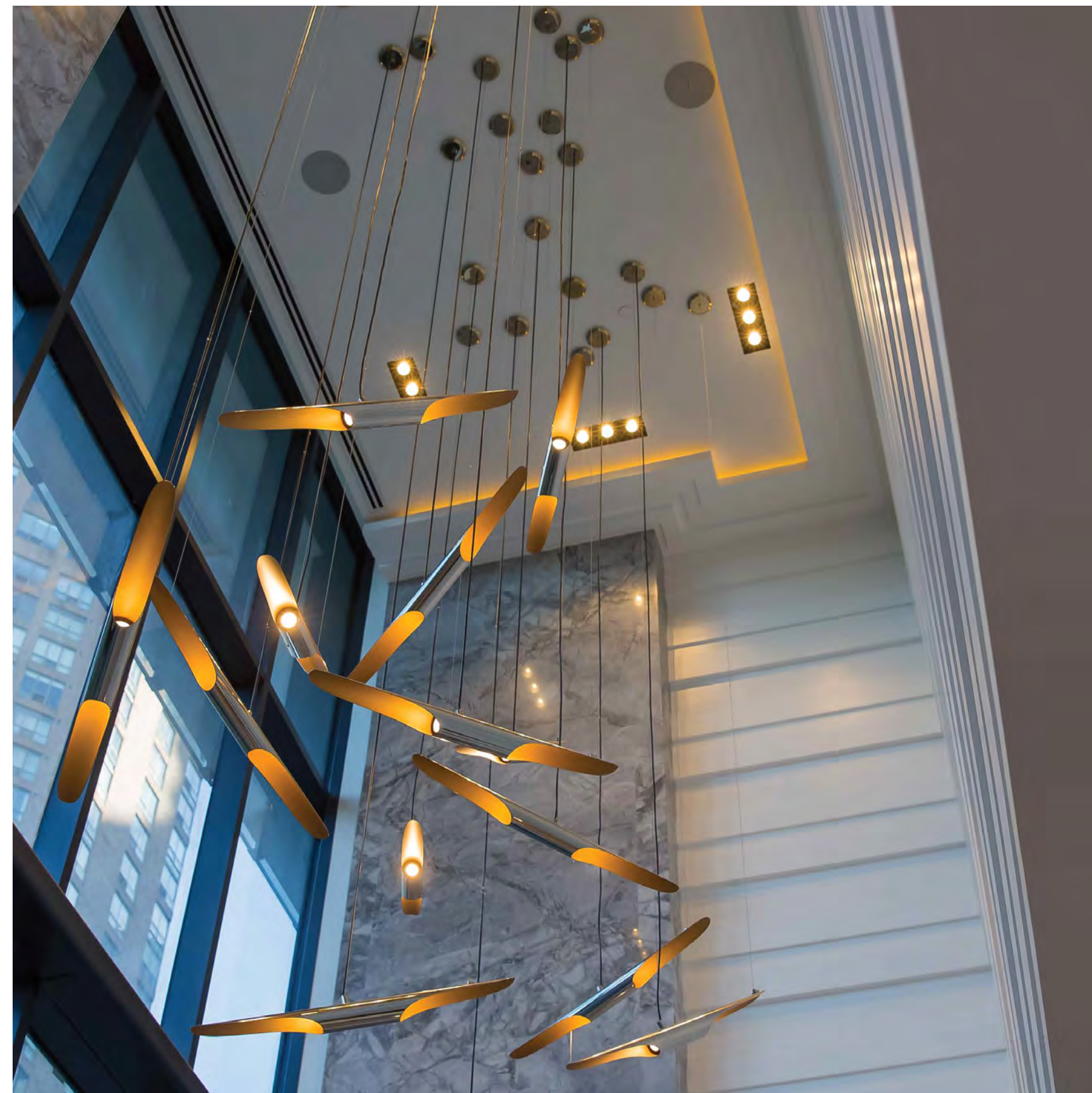


OUTDOOR AMENITY - CASA II

CRESFORD: LUXURY RULES

Nº5

SOPHISTICATION IS FOUND
IN EVERY DETAIL



ACTUAL PHOTO
LOBBY - 1THOUSAND BAY



ACTUAL PHOTO
SIGNATURE PENTHOUSE – CASA II



ACTUAL PHOTO
MODEL SUITE – CASA III

Cresford designers are masters of space. That means we maximize every inch in our brilliant suite designs to provide more living area in every floorplan. We add to that, an incredible understanding that the details need as much or more attention than the structure itself. For this reason, Cresford buildings are the most sought after and respected in North America. Owners and investors have come to appreciate that our focus on the most minute of details, provides a living space with an undertone of opulence that creates higher resale values and more gratification for every building that is branded with the Cresford name.

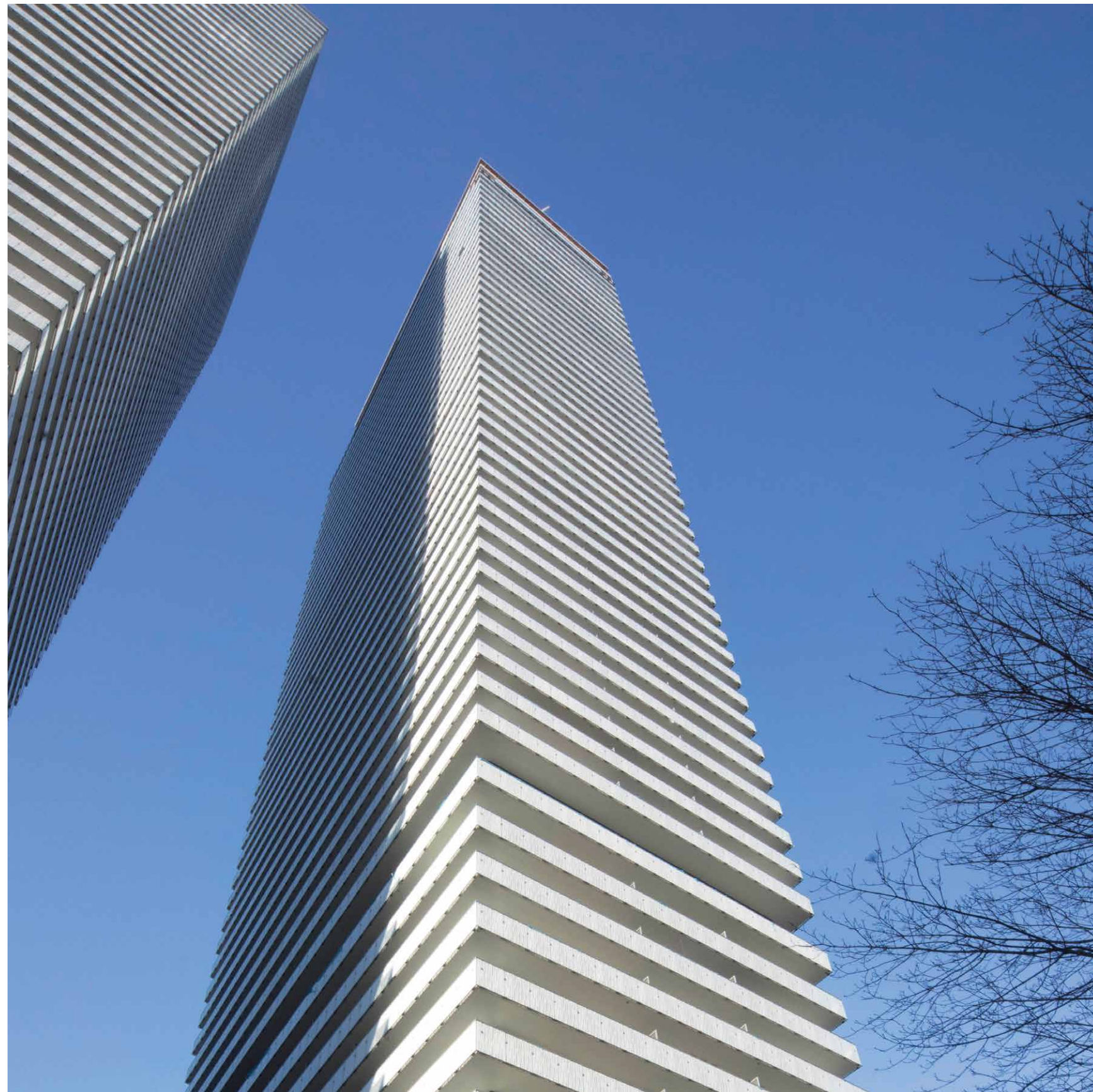


CRESFORD: LUXURY RULES

Nº6

COMMAND THE FUTURE

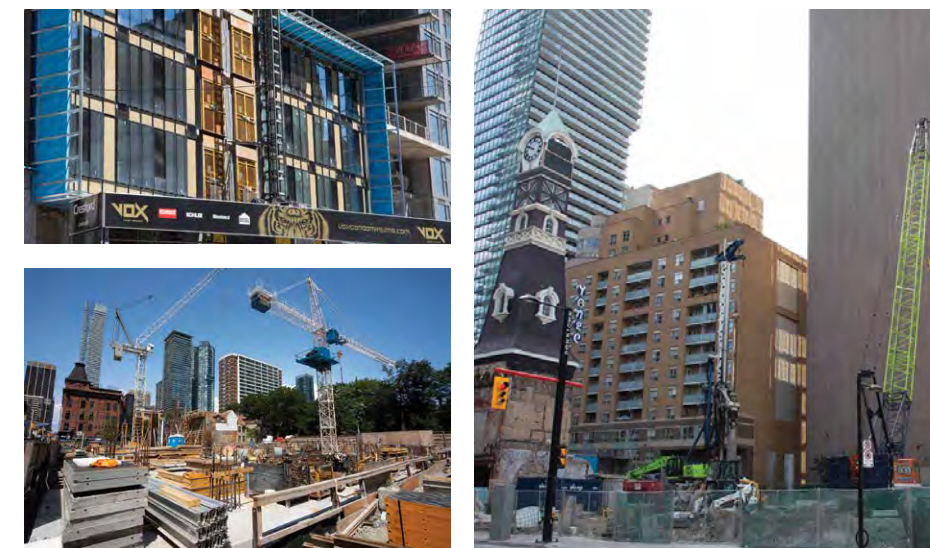




ACTUAL PHOTO
EXTERIOR – CASA II & CASA III



LAUNCH EVENT – HALO RESIDENCES

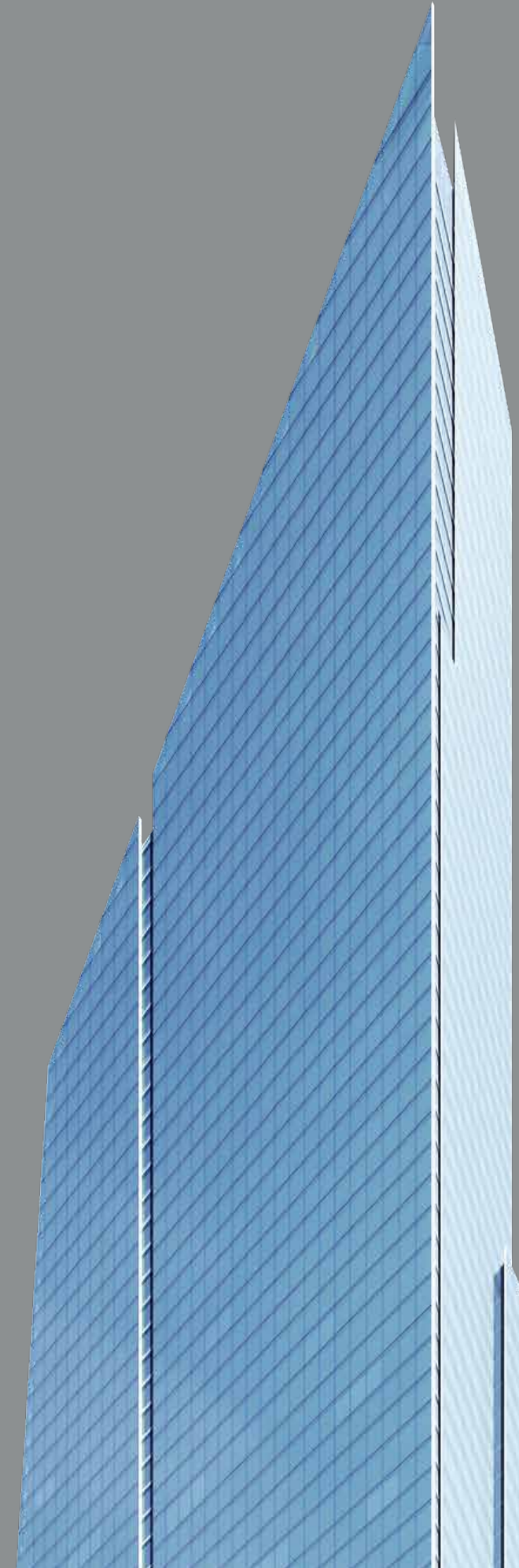


CONSTRUCTION PHOTOS
VARIOUS PROJECTS

Like a celestial body, gleaming in the night sky, Cresford buildings illuminate the city with their brilliance. Each sparkling star is a testament to our attentiveness to details and pursuit of perfection. Names like: CASA, VOX, The Clover, Halo, 33 Yorkville and YSL, are all gleaming examples of Cresford's rightful ascent to the zenith in the world of real estate development.

As innovators, Cresford is dedicated to reshaping the condominium experience by establishing a new paradigm adopting a synergistic approach that is responsible for conceiving, constructing and managing each of their peerless projects from concept to occupancy. This is The Cresford Competitive Advantage and this unique philosophy provides a guarantee that every Cresford project will stand the test of time.

YSL
YONGE STREET LIVING RESIDENCES





EXTERIOR – YSL RESIDENCES

THE POINT AT WHICH LUXURY TURNS TO LEGACY

Rising with grace and awe-inspiring asymmetry, legendary Cresford luxury has been embodied to its fullest. This is YSL.

Further enhancing The Cresford Corridor, YSL dominates with 85 storeys of Cresford Luxury in the heart of the excitement at the southeast corner of Yonge and Gerrard. Situated in the Ryerson University district, this new Toronto Landmark will embrace a neighbourhood that is rich in amenities. Universities, hospitals, luxury shopping, dining and history combine to create a perfect city-centric neighbourhood.

Tapping the expertise of one of the world's most highly regarded architectural firms: New York based Kohn Pedersen Fox, YSL will be a testament to Cresford's commitment to quality, design and luxury, in the rapidly evolving city core.

LUXURY REACHES NEW HEIGHTS



EXTERIOR - YSL RESIDENCES

Sitting atop an impressive 9-storey podium, YSL will blend the best of commercial and retail from the ground level up. By partnering with prestigious Ryerson University, this location will surely be a mecca for education, culture and the arts.

"As one of the tallest structures in Toronto, YSL will reshape the skyline, marking this important location in the city. The faceted tower design is distinctive and energetic - inspired by the form of a sail, with its taught leading edge directed towards the south. The project will combine 94,000 square meters of the mixed use program including residential, retail and space for Ryerson University."

– Josh Chaiken, KPF Design Principal

EXTERIOR - YSL RESIDENCES





ACTUAL PHOTO
LOBBY FURNISHED WITH MISSONIHOME – CASA II

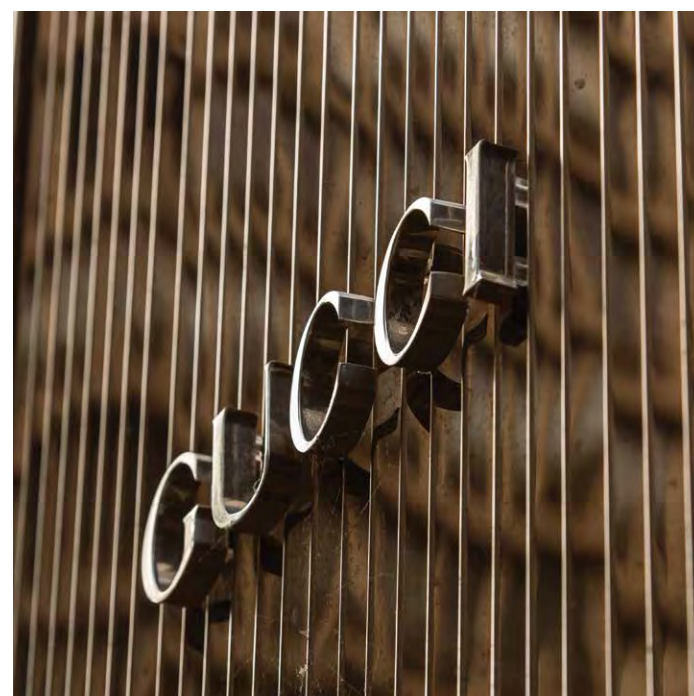
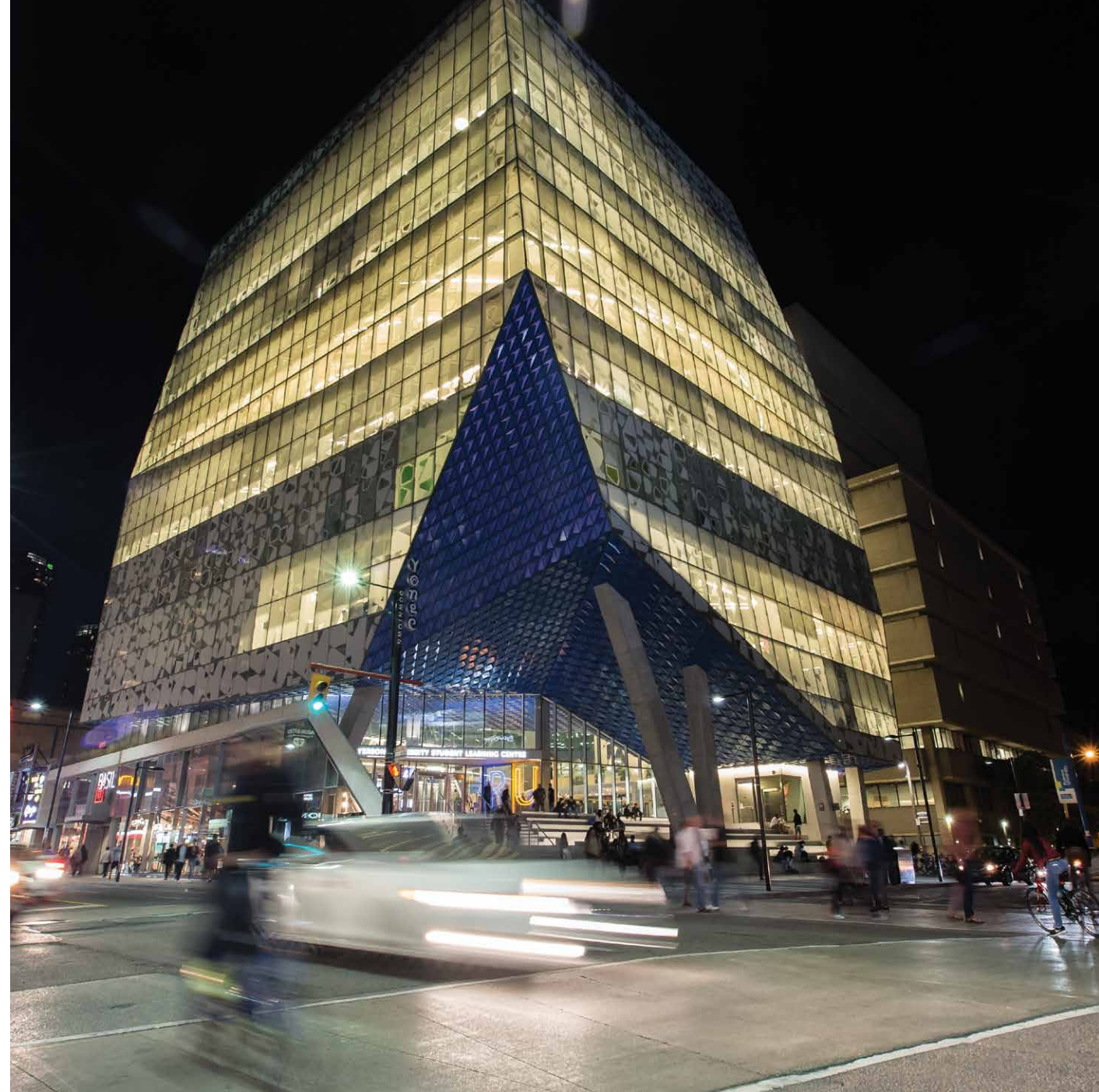
AT THE APEX, THERE ARE SPECIAL REWARDS

YSL provides residents with a profusion of choices that bring luxury living to an entirely new level. From the moment you step through the door on Yonge Street, soaring space envelops you and the sumptuous lobby creates a sense of grandeur and richness. As you walk past the grand concierge desk, whispering elevators speed from level to level and quiet relaxing spaces abound.

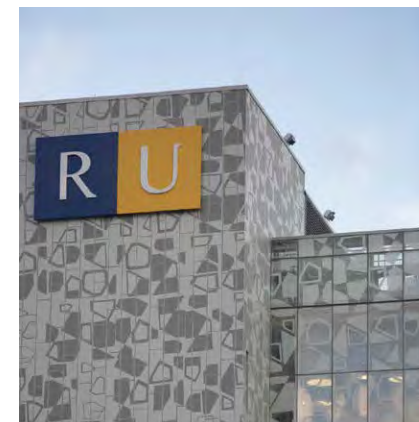
ACTUAL PHOTO
LOUNGE – 1THOUSAND BAY



Cater to your social side and invite some friends for a quick game of snooker in the billiard room. Then follow up with a gathering in the fully equipped party room where designer accents create a festive atmosphere designed to impress. Or go Hollywood in your fully equipped multi-media theatre. Feeling aquatic? Your indoor pool awaits with change rooms and relaxing lounges that wash away the day's tension in just moments. At YSL, no detail is overlooked, no request out of the question, here our suite of amenities focus on a singular priority: YOU.



AT THE CENTRE OF IT ALL LIVES YSL



Situated in the very nucleus of the city, YSL is at the epicentre of the best of the city. Look north, and the famous 'mink mile' that is Bloor Street comes into view with its worldly designer boutiques, epicurean restaurants and contemporary ardor. A southward glance brings into view the intoxicating lights of Yonge Dundas Square, with the Eaton Centre Shopping Complex, the revitalized Massey Hall and the popular Ed Mirvish Theatre or stay local and enjoy all the great retail at the base of YSL.

Whichever direction you choose to discover, YSL is the perfect starting point only steps from the convenient Yonge Street subway line yet miles from the ordinary.

EDUCATION

1. RYERSON UNIVERSITY
2. UNIVERSITY OF TORONTO - ST. GEORGE CAMPUS

ENTERTAINMENT/NIGHTLIFE

3. CINEPLEX CINEMAS VARSITY AND VIP
4. CINEPLEX CINEMAS YONGE-DUNDAS AND VIP
5. ED MIRVISH THEATRE
6. QUEEN'S PARK
7. ROYAL ONTARIO MUSEUM

FOOD/DINING

8. AROMA ESPRESSO BAR
9. BANH MI BOYS
10. BARBERIAN'S STEAK HOUSE
11. BUCA OSTERIA & BAR
12. CAFÉ BOULUD
13. CHABROL
14. DAVIDSTEA
15. DIMMI BAR & TRATTORIA
16. EATALY
17. GREENHOUSE JUICE CO.
18. KASA MOTO
19. KINTON RAMEN
20. LA SOCIÉTÉ
21. METRO
22. MOMOFUKU NOODLE BAR
23. MORTON'S STEAKHOUSE
24. ONE RESTAURANT
25. PLANTA
26. PURDYS CHOCOLATIER
27. REVITASIZE
28. RICHMOND STATION
29. SAKS FOOD HALL BY PUSATERI'S
30. SASSAFRAZ
31. SI LOM THAI BISTRO
32. SMITH
33. STARBUCKS
34. THE ONE EIGHTY
35. THE OXLEY PUBLIC HOUSE
36. THE WICKSON SOCIAL
37. TRATTORIA NERVOSA
38. UNCLE TETSU'S
39. WHOLE FOODS MARKET
40. WISH
41. YAMATO

HOSPITALS

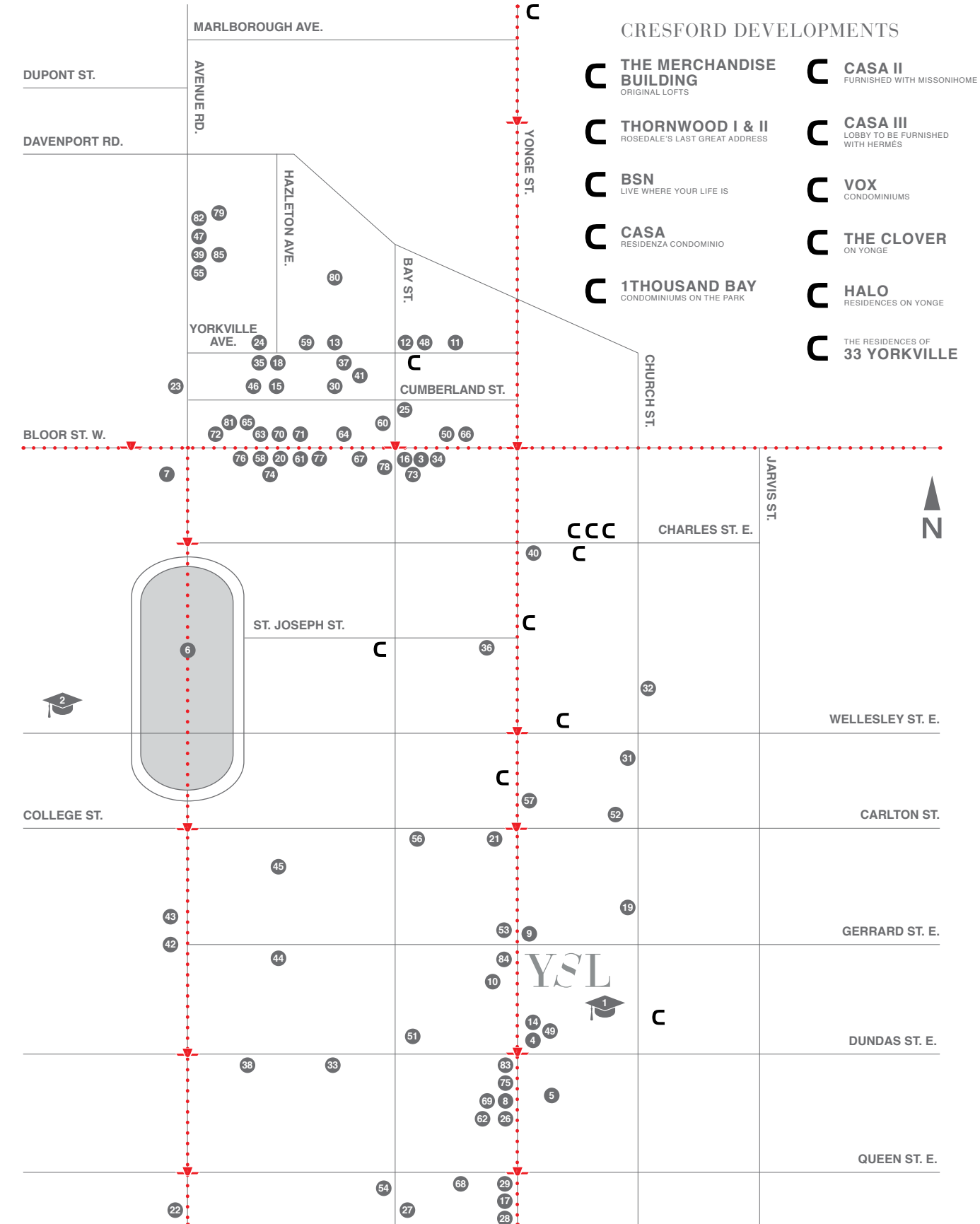
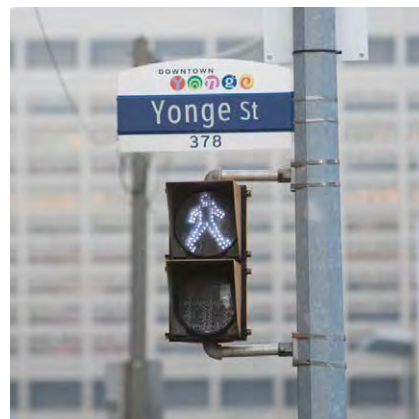
42. MOUNT SINAI HOSPITAL
43. PRINCESS MARGARET CANCER CENTRE
44. THE HOSPITAL FOR SICK CHILDREN
45. TORONTO GENERAL HOSPITAL

LIFESTYLE/OTHER

46. BLO BLOW DRY BAR
47. EQUINOX
48. FOUR SEASONS SPA
49. GOODLIFE FITNESS
50. HOLTS SALON & SPA
51. LCBO
52. MATTAMY ATHLETIC CENTRE
53. RBC ROYAL BANK
54. SCOTIABANK
55. SOULCYCLE YORKVILLE
56. TD CANADA TRUST
57. THE YOGA SANCTUARY

SHOPPING

58. CARTIER
59. CHANEL
60. DAVIDS
61. DOLCE & GABBANA
62. EATON CENTRE
63. GUCCI
64. HARRY ROSEN
65. HERMÈS
66. HOLT RENFREW
67. HUGO BOSS
68. HUDSON'S BAY
69. INDIGO
70. INTERMIX
71. L'OCCITANE EN PROVENCE
72. LOUIS VUITTON
73. MANULIFE CENTRE
74. MULBERRY
75. NORDSTROM
76. PRADA
77. RIMOWA
78. SEPHORA
79. TEATRO VERDE
80. THE DETOX MARKET
81. TIFFANY & CO.
82. TNT
83. UNIQLO
84. VITALY
85. YORKVILLE VILLAGE





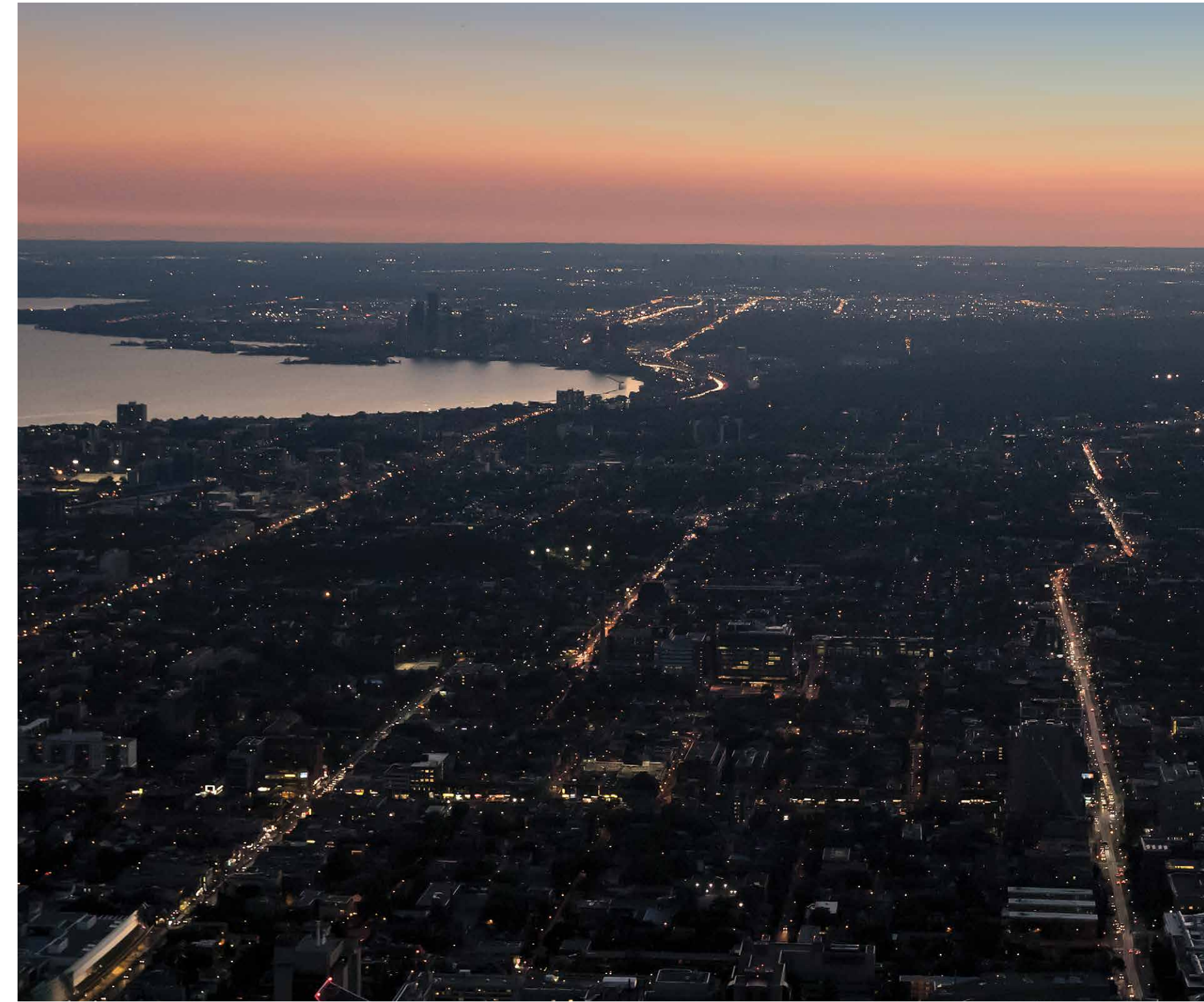
SOUTH — YSL



NORTH EAST — YSL



NORTH — YSL



WEST — YSL

ACTUAL PHOTO
CONSTANCE 346 SQ.FT. - CASA III



DESIGNED TO INSPIRE

The suites at YSL are a harmonious blend of texture, design, function and fine craftsmanship, ranging from bachelor to 2-bedroom plus den suites. Embrace the richness of the highest quality materials, the superior performance of high-end appliances, and the intuitive flow of thoughtfully designed layouts, all meticulously crafted to yield timeless yet innovative design. These refined atmospheres exude comfort and intimacy, providing exceptionally unique settings that allow the confidence and individuality of the owner to shine through.

BEHIND THE VISION

aA

architectsAlliance provides a full spectrum of services, applied to a scope of practice that ranges from academic and institutional buildings to large scale mixed-use developments and condominiums such as the Four Seasons Hotel in Toronto. aA projects are located all over Canada, the United States, and Europe. As a design-driven studio, aA encourages fresh thinking, honest questions, and tough decisions.

KPF

Kohn Pedersen Fox Associates (KPF) is a unified architectural practice with expertise in all building types and all geographic regions. Our projects include the world's tallest towers, most ambitious programs, and inventive forms. The common goal of all our work is finding the smartest solution to complex design challenges, no matter the scale. We believe that the best design approach diverts aesthetic preconceptions and stylistic formulae.

montanasteele

Over the last 25 years, dedication, energy, and passion have guided Montana Steele Strategic Marketing to create real estate brands that are truly magnetic. This award-winning, Toronto-based advertising agency is today one of the foremost names in the new home development business. With an impressive client list that includes some of North America's largest developers, Montana Steele Strategic Marketing is an agency that's committed to creating original and effective communication.

THE CRESFORD COMPETITIVE ADVANTAGE

From construction and craftsmanship, to the ease of elegant, everyday living, Cresford believes in pursuing excellence in every facet of the business. These three subsidiaries make that possible, ensuring that a timeless aesthetic, a relentless pursuit of innovation in material and construction, and a commitment to quality endures from inception to completion and beyond. Welcome to the Cresford Competitive Advantage.



YSL

YONGE STREET LIVING RESIDENCES

All illustrations are artist's concept only. E.& O.E.