

A L L U R E

A L L U R E



U N R I V A L L E D S O P H I S T I C A T I O N

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**.



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.



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

250 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.



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 IMMERSSED 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

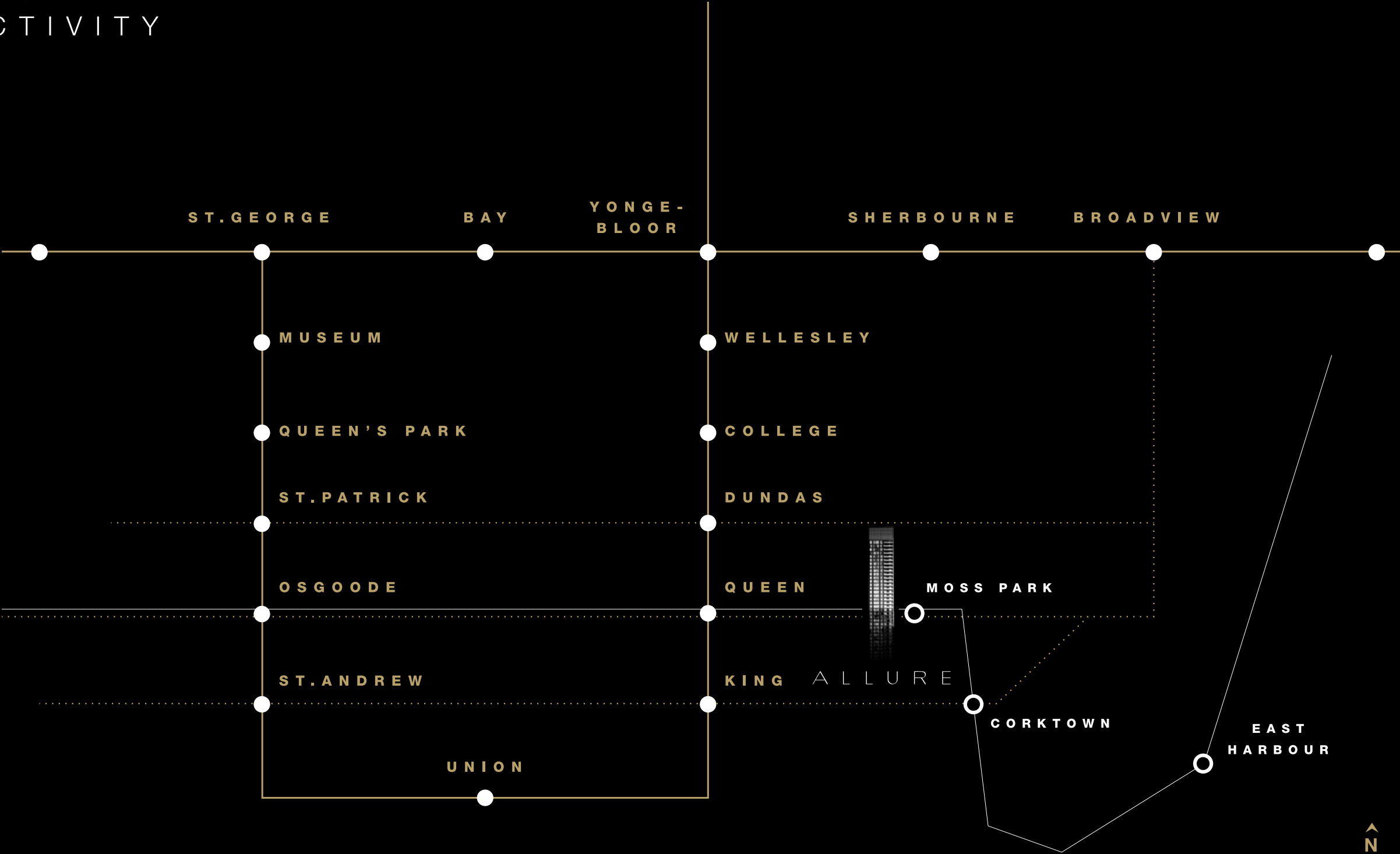


THE CITY BEFORE YOU



- | | | | | | |
|---------------------------------------|-----------------------------------|--|---|----------------------------|--|
| DINING | 13 WOODS RESTAURANT AND BAR | CAFÉS & BAKERIES | 32 MERIDIAN HALL | 42 EQ3 | SCHOOLS |
| 01 LOUX LOUIS | 14 HY'S STEAKHOUSE & COCKTAIL BAR | 22 BALZAC'S COFFEE | 33 ST. LAWRENCE CENTRE FOR THE ARTS (COMING SOON) | WELLNESS | 52 GEORGE BROWN COLLEGE |
| 02 AGAINST THE GRAIN | 15 LEÑA RESTAURANTE | 23 SWEETIE PIE | SHOPPING | 43 SWEAT AND TONIC | 53 TORONTO METROPOLITAN UNIVERSITY (RYERSON) |
| 03 EL CATRIN DESTILERIA | 16 TERRONI | 24 BRICK STREET BAKERY | 34 EATON CENTRE | 44 F45 | 54 UNIVERSITY OF TORONTO |
| 04 PURE SPIRITS OYSTER BAR | 17 BARBERIAN'S STEAK HOUSE | 25 NEO COFFEE BAR | 35 THE MARKET BY LONGO'S | 45 BODY BLITZ SPA | 55 ONTARIO COLLEGE OF ART & DESIGN |
| 05 WILDLY DELICIOUS AT THE DISTILLERY | 18 ARDO | 26 VERSUS COFFEE | 36 ST. LAWRENCE MARKET | 46 BODY + SOUL FITNESS | |
| 06 SAKS FOOD HALL BY PUSATERI'S | 19 GUSTO 501 | 27 ROOSTER COFFEE | 37 WINNERS | 47 EQUINOX | PARKS |
| 07 CAFÉ ORO DI NAPOLI | DRINKS/PUBS | ENTERTAINMENT | 38 LCBO | ATTRactions | 56 ST. JAMES PARK |
| 08 SUD FORNO | 20 SPIRITHOUSE TORONTO | 28 MASSEY HALL | 39 KLAUS | 48 THE DISTILLERY DISTRICT | 57 SCULPTURE GARDENS |
| 09 CARISMA | 21 THE CARBON BAR | 29 SCOTIABANK ARENA | 40 ROVE CONCEPT | 49 GOODERHAM BUILDING | 58 ALLAN GARDENS |
| 10 CHOTTO MATTE | | 30 CINEPLEX CINEMAS YONGE-DUNDAS AND VIP | 41 NICHOLAS METIVIER ART GALLERY | 50 NATHAN PHILLIPS SQUARE | 59 BERCEZY PARK |
| 11 HENDRIKS RESTAURANT | | 31 CAA ED MIRVISH THEATRE | | 51 YONGE-DUNDAS SQUARE | 60 DAVID CROMBIE PARK |
| 12 MOTORINO CITTA | | | | | 61 SUGAR BEACH |

LIMITLESS
CONNECTIVITY



- TTC SUBWAY 
- TTC STREETCAR ROUTES 
- METROLINX ONTARIO SUBWAY (COMING SOON) 

4 MODES OF TRANSPORTATION



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.



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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.

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.



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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A modern, minimalist gym interior featuring a long row of Peloton stationary bikes. The room has a high ceiling with recessed lighting and a large, textured stone wall. A woman in athletic wear is standing on the left side of the frame, looking towards the bikes. The floor is dark and reflective, showing the silhouettes of the bikes and the wall.

A modern fitness studio with a row of Peloton bikes. A woman in athletic wear stands near a large, textured stone wall. The room features a dark floor, a ceiling with recessed lighting, and a large window on the right side. The bikes are arranged in a line, and the overall atmosphere is clean and contemporary.

A modern fitness studio with a row of Peloton bikes. A woman in athletic wear stands near a large, textured stone wall. The room features a dark floor, a ceiling with recessed lighting, and a large window on the right side. The bikes are arranged in a line, and the overall atmosphere is clean and contemporary.

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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DINING

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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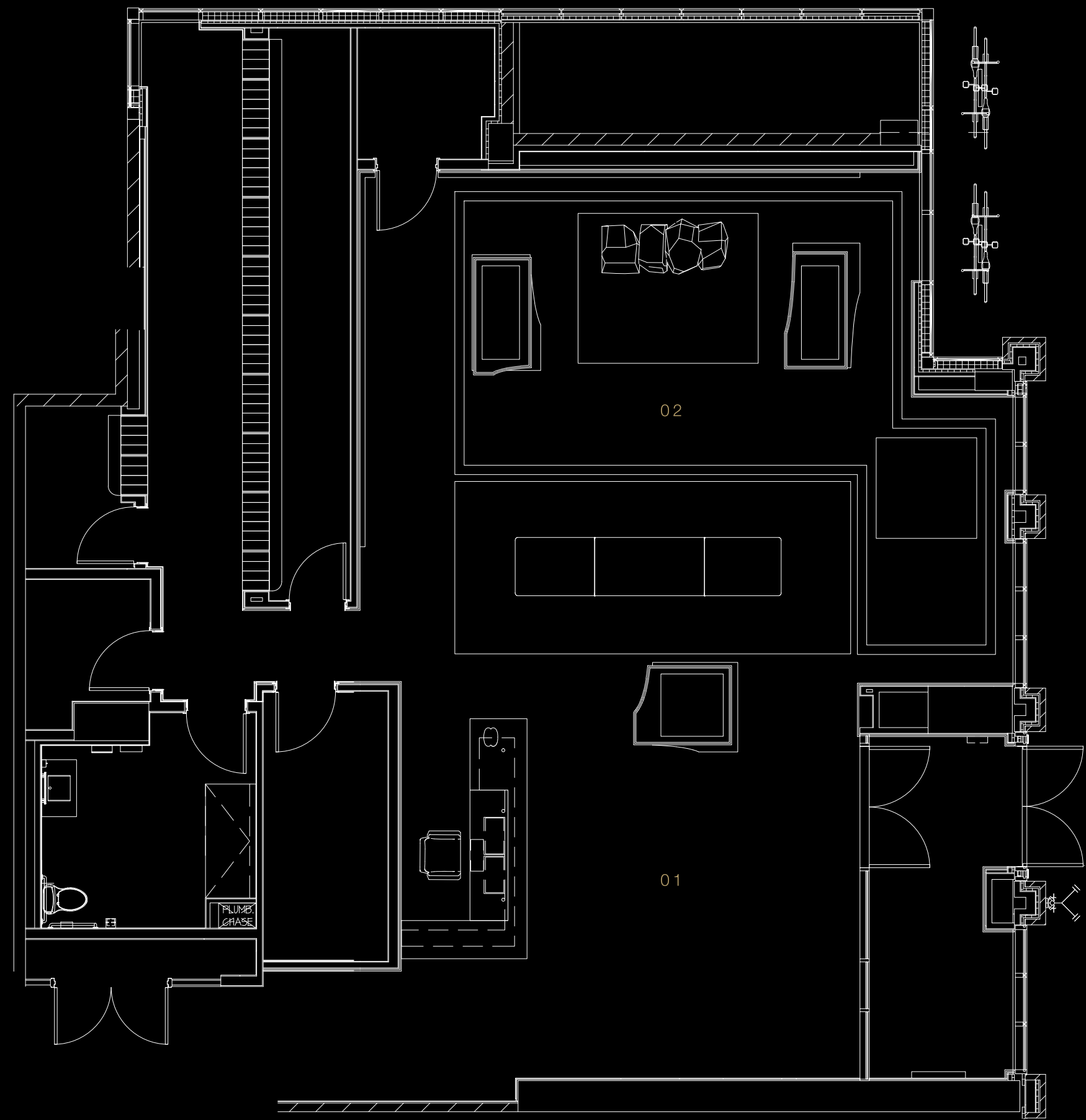
ENCHANTED TERRACE

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)

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

AMENITY
LEVEL FOUR



01 COWORKING LOUNGE I

02 COWORKING LOUNGE II

03 OUTDOOR COWORKING LOUNGE

04 OUTDOOR SCULPTURE

AMENITY
LEVEL EIGHT



01 OUTDOOR YOGA AREA

02 OUTDOOR GYM/ TRAINING AREA

03 GYM

04 CYCLE STUDIO

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.



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.

A L L U R E

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

- BILD BEST SUITE DESIGN - 1 JARVIS
- BILD BEST BROCHURE - ARTE
- THE NATIONALS BEST SALES TEAM SILVER – DESIGN DISTRICT
- THE NATIONALS BEST PRESENTATION CENTRE – ARTFORM
- THE NATIONALS BEST PRINT AD SILVER – ARTE
- THE NATIONALS BEST GRAPHIC CONTINUITY SILVER – ARTE
- THE NATIONALS BEST PRINT CAMPAIGN SILVER – ARTE
- THE NATIONALS BEST OVERALL AD CAMPAIGN SILVER – ARTE
- THE NATIONALS BEST BROCHURE FOR A COMMUNITY SILVER – ARTE
- THE NATIONALS BEST SPECIAL PROMOTION SILVER – DESIGN DISTRICT
- WE HBA BEST SOCIAL MEDIA CAMPAIGN – 1 JARVIS



EMBLEM

