



Designer Perry's stamp of style

ALEX PERRY RESIDENTIAL

DEVELOPER:
Chrome Property Group and Alex Perry

LOCATION:
Fortitude Valley, Brisbane

ADDRESS:
Cnr Ann and Chester streets

OPEN: Daily 10am-6pm

PHONE: 1300 668 867

WEBSITE:
www.alexperyperryresidential.com

FEATURES - AMENITIES

- Apartments priced from \$375,000-\$970,000
- Display open from today 11 levels of apartments above a hotel-style lobby
- First of nine to be rolled out across Australia
- Inspired by New York, Paris, Athens and Barcelona
- Rooftop Grecian-inspired pool
- Lounge area and signature restaurant/bar

SWAPPING seams for beams, leading Australian fashion designer Alex Perry has leant his creative touch to the design of nine residential developments in partnership with Chrome Property Group.

Fortitude Valley is the site of the first Alex Perry Residential development which offers 11 levels of apartments above a marble and chandelier filled lobby, a rooftop Grecian-inspired pool and lounge area and signature restaurant/bar.

Mr Perry said he had always been interested in designing interiors and was excited to be the first Australian fashion designer to follow in the footsteps of international fashion brands including Versace, Giorgio Armani and Bulgari which have evolved to have an extensive property portfolio.

"Good design is not just about what we put on our backs but where we live and how we create our lifestyle," Mr Perry said.

"I create custom-made gowns and when making something custom you have to tailor it to the client and find out about their personality.

"I have applied the same principles to Alex Perry Residential, incorporating my knowledge of proportion, scale, colour and texture to spaces instead of bodies."

Mr Perry has been working as creative director on the Brisbane building for four years and wanted Alex Perry Residential

to have his signature yet still feel like home to residents.

"You have to give it a personality, but not so much that people can't put their own furniture in there," he said.

"It's not a dress and people think long and hard when purchasing a new home. It was important to me that it felt like a home."

Apartments will be priced from \$375,000 to \$970,000 and the designs come in a choice of blonde or brunette colour schemes.

Those who purchase on the upper two floors have an exclusive opportunity to create their own couture residence with tailor designed interiors. Mr Perry himself will also be able to offer advice and guidance if desired.

While the development has a high fashion appeal and aesthetic, Mr Perry said at the end of the day the apartments were designed for those who want the lifestyle offered by Fortitude Valley.

"Fortitude Valley is such an amazing suburb in Brisbane and it has a European feel. When you come down from your apartment there is a lifestyle waiting for you," he said.

That lifestyle includes boutiques, restaurants, bars, markets, a cinema, beauty salons, perfumeries and cafes. Within the development there is a gymnasium, pool, sauna and outdoor entertaining area.

