

Fashion designer turns to units

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High-profile Australian fashion designer Alex Perry has swapped fabrics for bricks and mortar after designing his own apartment building in Brisbane.

Mr Perry teamed up with private developer Chrome Property Group to develop the "Alex Perry Residential" range of apartments, which will be marketed late this month.

The inaugural project is on the corner of Ann and Chester streets in Fortitude Valley, 1.5 kilometres north-east of the Brisbane CBD.

"My role as a couturier is to customise a garment to compliment the features and personality of its wearer," Mr Perry said.

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

The concept of the Alex Perry-linked apartment building was the brainchild of the managing director

of Coldwell Banker Property, David Beard.

Mr Beard, who will be marketing the apartments, approached Mr Perry four years ago to create "designer signature" style apartments as demand for these properties increase in Australia.

"We're targeting owner-occupiers in the inner-city areas wanting something that has a higher degree of lifestyle and liveability," he said.

There will be 11 levels of apartments for sale. The building includes a "5-star hotel style lobby", restaurant and bar. Other features include a chandelier filled lobby, roof top Grecian inspired pool and lounge areas.

Prices range from \$375,000 for a one-bedroom apartment to \$970,000 for three bedrooms.

Mr Perry is understood to be the first Australian fashion designer to put his signature on a residential property development, but other international fashion houses have long been in the property game.



Artist's impression of Alex Perry apartments, which will be marketed this month.

Renowned luxury designer Versace is associated with the Palazzo Versace on the Gold Coast and Dubai. Italian designer Giorgio Armani has a hotel in Dubai, while

another in Milan, Italy, is expected to be completed mid this year. Bulgari has hotels and resorts in Bali and Milan, while another is expected to be completed in London next year.