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Fashionable way to raise the roof

He's conquered the catwalk, TV and Twitter, now S can reveal **Alex Perry** is launching his first foray into building design this week, with Alex Perry Residential in Fortitude Valley, Brisbane.

Perry (pictured) is the first Australian designer to bring his signature style to apartments, in alliance with Chrome Properties.

"I thought it was a great opportunity," Perry told S during a production break from *Australia's Next Top Model*.

"Dresses are completely different – you can change them every season and they don't cost as much – but for an apartment you want something beautiful with great-quality finishes, from the floors to the cabinetry to the kitchen and bathroom."

The apartments, four years in the planning with price tags ranging from \$375,000 to \$970,000, are in an urban village with rooftop decks, communal pool areas, shops and restaurants.



There will be nine buildings rolled out nationally, with Brisvegas the first in line.

Perry's celeb pals, including **Erika Heynatz**, **Erin McNaught** and **Annalise Braakensiek**, are heading to this week's launch.