



# PERFECT FIT FOR PERRY

Can't get enough of fashion star Alex Perry? Now Brisbane fans will be the first in Australia to be able to buy a Perry-designed apartment writes **Kellie Alderman**

**A**lex Perry is the rock star of Australian fashion. Recognised wherever he goes thanks to his roles on hit TV shows Australia's *Next Top Model* and *Project Runway*, his name is on the lips of every red carpet starlet at events such as the Logies and Brownlows. He can't even go to church without being spotted by adoring fans.

"I was at church for Greek Easter and I had to walk up the aisle to get some candles and I had people saying in loud voices, 'There he is, oh my God!'. It was so embarrassing, my family were all laughing at me," he says, laughing now too.

"I was the last one to realise people were recognising me. I've been a designer for ages and I just do what I do and go home to my family, but when people start to see you on TV, it changes their perception of you."

It was his profile and his love of glamour and excitement that drew Brisbane company, Chrome Property Group, to ask Alex to turn his hand to interior design for Alex Perry Residential.

The company will roll out nine buildings around

Australia during the next 10 years, the first launching in Brisbane's Fortitude Valley this week, and his signature style will be stamped all over them.

"It wasn't that different from designing a collection. I had to think about who was going to live there, the materials and colours and needs of the people who will want to live here, and I came up with two colour schemes I have called Blonde and

Brunette," he says.

"Once I got my head into that space, looking through tiles and wood samples, paint colours, appliances, it was actually quite instant. I tend to gravitate to things quickly."

Perry, who is based in Sydney but spends two months a year in Athens, says he wanted to bring some of the European lifestyle to the apartments, so he spent a lot of time in Brisbane, getting a feel for the city.

"As an outsider to Queensland there always seems to be a holiday vibe in Brisbane, so I wanted the apartments to have a bit of that Miami or the south of France feel – light, breezy and beautiful," he said. "It's about having great cafes and shops downstairs from where you live and then you can retreat upstairs to a beautiful living space."

Once I got my head into that space, looking through tiles and wood samples, paint colours, appliances, it was actually quite instant

Visit [www.alexperyperryresidential.com](http://www.alexperyperryresidential.com)

