



EMERGING LUXURY

PAULA SHEARER

A LUXURY South Bank apartment project has achieved more than \$52 million in sales in just five months.

Construction is now under way at the Anthony John Group's Southpoint site, with only nine of the three and four-bedroom apartments in The Emporium Residences release now remaining.

Prices range from \$1.75 million to \$5.5 million.

Group CEO Shane Bulloch attributed the success of the project, led by masterplan architect Jackson Teece, to its uniqueness and quality.

"The Emporium Residences are the epitome of what a 'luxury' apartment should offer," he said. "No expense has been spared to provide a home that indulges every sense – design, space, finish, service, lifestyle, exclusivity and views.

"Here, you have generously designed and finished living

spaces, opening on to large balconies (up to 52sq m) to take advantage of a perfect north-easterly aspect, and exceptional views to the CBD, botanic gardens and both reaches of the Brisbane River.

"Add to this the opportunity to readily access all the services of Brisbane's second Emporium Hotel, such as your own personal chef, spa treatments, maid services, valet and much more, and these lucky few will want for nothing."

The award-winning Emporium at Fortitude Valley is renowned in the national and international boutique hotel market. General manager Peter Savoff was recently admitted to the prestigious worldwide hotel

society Les Clefs d'Or for his commitment and contribution to hotel management excellence. Mr Savoff said buyers of The Residences were in for a special experience.

"We are exceptionally proud of the work that has gone into

our recognition as a boutique hotel leader," he said.

"The Emporium has helped put Brisbane on the global map for opulent accommodation and second-to-none service and we look forward to replicating this for The Emporium Residences at Southpoint."

With more than 85 per cent of The Residences now sold, an opportunity to visit the distinctive "red cube" on-site display suite is now running out.



RED ALERT: Tony John at the Anthony John Group's distinctive Southpoint sales office as construction gets under way.

