



The Courier Mail
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SATURDAY, AUGUST 1, 2015

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DEFINING
luxury
LOCATION REMAINS A
PRIORITY FOR BUYERS, **P4**



LUXURY DEFINED

JANE PINDER

TRUE luxury apartments – the kind that command multi-million dollar price tags – are measured by more than the quality of their fittings.

HCAP founder Steve Howell, the developer of Haven at Newstead, said it was “superior location with amenities” that differentiated real luxury product.

“You need to create something unique, and special, for the residents,” he said.

“If you’ve got the aspect, the views, all the interior things that everyone talks about, the pool on top of the building, it just adds something.

“It’s combining that with the location, which I think is key to everything. There is no point having a beautiful mansion stuck in the desert somewhere.”

Anthony John Group chief executive Shane Bulloch, developer of South Bank’s Southpoint and the luxury Emporium Residences (see story page 8), said while there were tangibles that defined luxury, such as good apartment design and high-quality finishes, there were intangible lifestyle improvements buyers also looked for.

“That’s a key point of difference for us, such as being able to have room service or, if you’ve been overseas, have the hotel air your apartment, make sure there’s milk in the fridge,”

he said. “If you look at the high-end apartments in New York and London, they’re the features that truly define luxury.”

Haven has seen several buyers interested in combining penthouse stock into sky homes with up to five bedrooms, four carparks and up to 58m of frontage.

Mr Howell said offering flexibility and customisation was a major appeal.

“The top-end buyer, they are going to spend millions of dollars, they want to create something they have an attachment to,” he said.

“(They) want the ability to select their own interior, refining to their taste – which is what we have allowed at Haven.”

HCAP was investigating a third Brisbane site, and Mr Howell said location, aspect and amenity were top factors.

“To date we have circa \$250 million of developments in our pipeline, and we are cautious about where we put our focus and capital, but Brisbane is one of our major targets. Brisbane is starting to take shape as an international city with greater amenity,” he said. “You can see with the (Queens Wharf) casino development, Brisbane is starting to become what it always was destined to be – a great city with amenity – and I think luxury is part of that.”



Courier Mail, Brisbane
01 Aug 2015, by Jane Pinder

Home, page 1 - 1,430.00 cm²
Capital City Daily - circulation 197,963 (MTWTFS-)



MEASURE OF QUALITY: Location is still a priority with luxury projects such as Southpoint (above) and Haven (top right and cover image).