

MELBOURNE



Diamond Collection



**380
LONSDALE
STREET**

Situated in the absolute heart of the city, the Diamond Collection residences of 380 Melbourne elevate style, amenity and convenience to luxurious new heights.

*The height of luxury,
in the heart of the world's
most liveable city.*

Melbourne is a place that needs no introduction. Named the world's most liveable city every year for the last seven years, it's renowned for glorious parks and sandy bayside beaches, retail shopping and stadium sports, good coffee and fine dining, festivals and the arts, universities and multiculturalism.

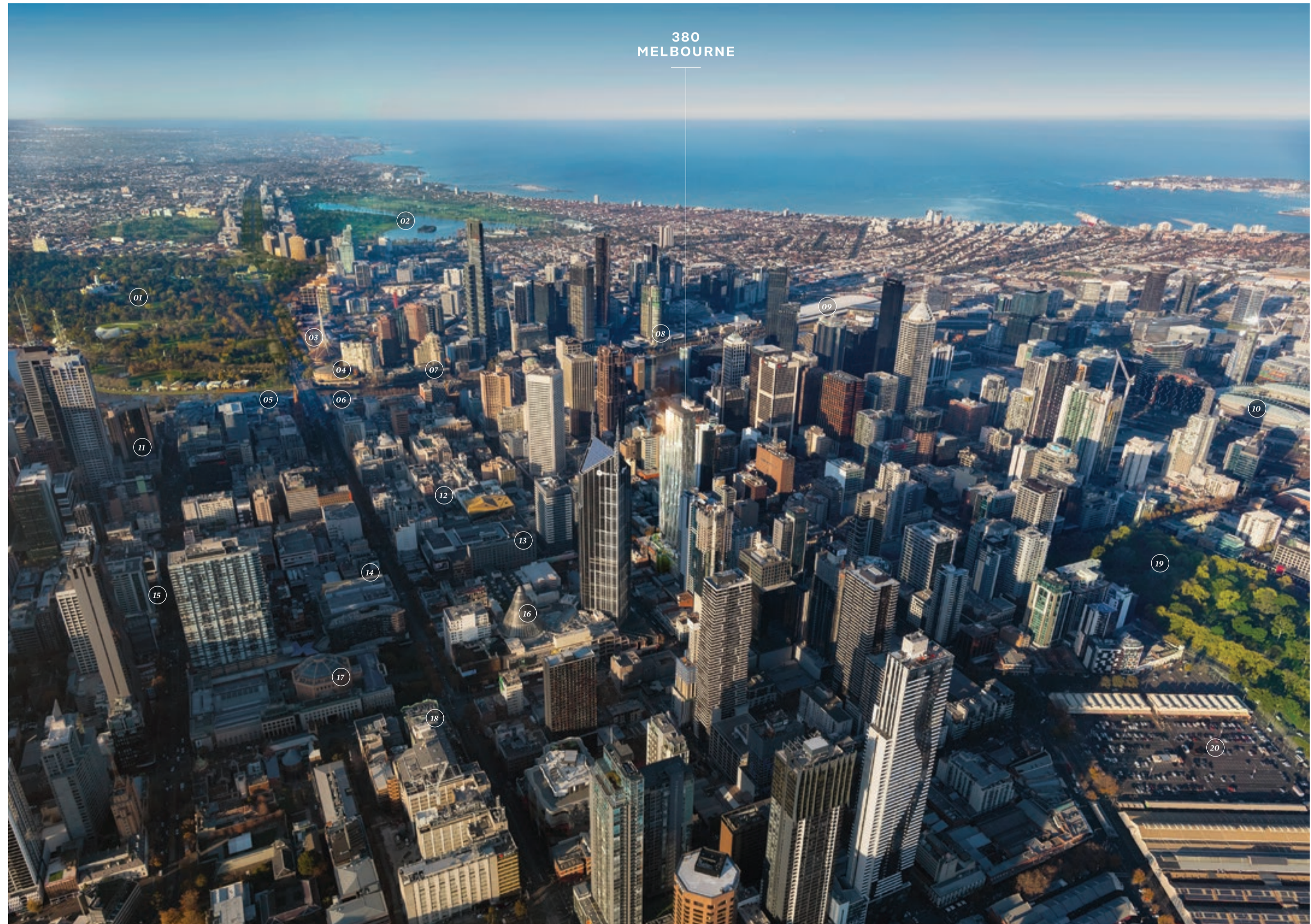
With so many of these attractions either within the city's compact CBD, or just a stone's throw away, it's easy to see why so many seek not just to live in Melbourne, but to ensure their home is as close as possible to the city centre.

And easier still to appreciate the many advantages of a 380 Melbourne address.

Situated in the true heart of the city, its shimmering forms are home to elite residential living opportunities, a boutique hotel managed by one of the world's premier luxury hotel operators, and a long list of class-leading amenities—all complemented by a selection of ground floor retail and the convenience of having the best of Melbourne on your doorstep.



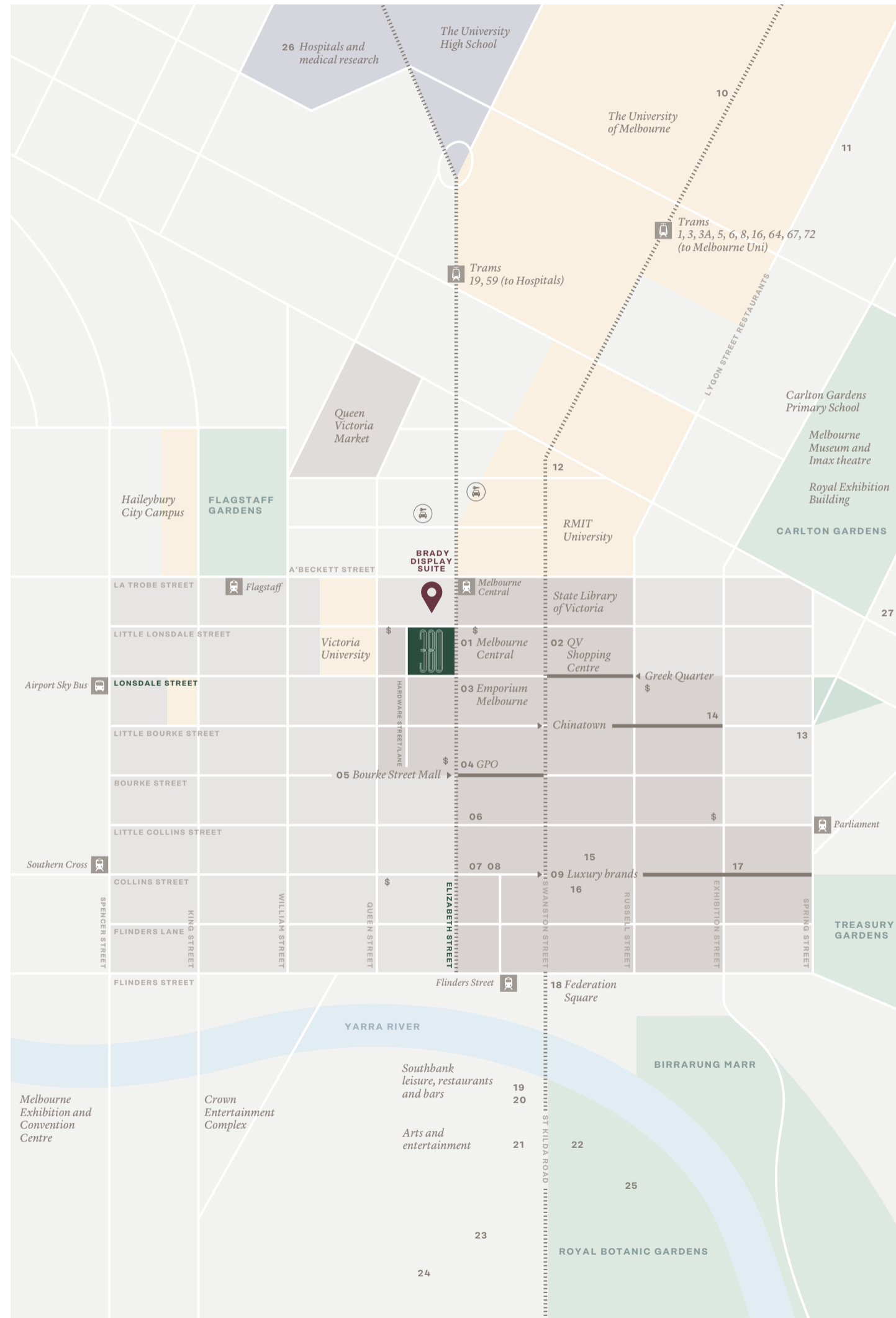
Artist's impression — Lonsdale Street



380
MELBOURNE

- 01 — Royal Botanic Gardens
- 02 — Albert Park Lake
- 03 — National Gallery of Victoria
- 04 — Arts Centre
- 05 — Federation Square
- 06 — Flinders Street Station
- 07 — Southbank
- 08 — Crown Entertainment Complex
- 09 — Melbourne Exhibition and Convention Centre
- 10 — Docklands
- 11 — Collins Street
- 12 — Bourke Street Mall
- 13 — Emporium Melbourne
- 14 — QV Shopping Centre
- 15 — Chinatown
- 16 — Melbourne Central
- 17 — State Library of Victoria
- 18 — RMIT University
- 19 — Flagstaff Gardens
- 20 — Queen Victoria Market

Artist's impression



A heartbeat from everything Melburnians love about their city.

Whether you know Melbourne intimately, or simply by reputation, the convenience of 380 Melbourne's central location is clear.

Situated at the geographic and retail heart of the CBD, its 380 Lonsdale Street address transforms Melbourne into a truly walkable city, and puts everything that Melburnians love most just a short stroll away.

With both tram and underground rail stops only moments from your door, 380 Melbourne is also perfectly positioned to take full advantage of the city's highly efficient public transport system.

SHOPPING

- 01 Melbourne Central
Coles supermarket
Hoyts Cinema
Woolworths Metro supermarket
- 02 QV Shopping Centre
A.P.C.
Big W
Daiso
Harvey Norman & Domayne
QV Medical Centre
Woolworths supermarket
- 03 Emporium Melbourne
Camper
Din Tai Fung
Hugo Boss
Lacoste
Marimekko
Muji
Swarovski
Topshop/Topman
Uniqlo

- 04 Melbourne GPO
H&M
- 05 Bourke Street Mall
David Jones
Myer
Zara
- 06 Royal Arcade
- 07 St Collins Lane
- 08 Block Arcade
- 09 Collins Street luxury brands
Bang and Olufsen
Cartier
Dior
Giorgio Armani
Gucci
Harolds
Hermès
Louis Vuitton
Prada
Rolex

ARTS AND CULTURE

- 10 Ian Potter Museum of Art
- 11 Nova Cinema
- 12 Melbourne City Baths
- 13 Princess Theatre
- 14 Her Majesty's Theatre
- 15 Athenaeum Theatre
- 16 Regent Theatre
- 17 Kino Cinema
- 18 Federation Square:
The Ian Potter Centre
ACMI
- 19 Arts Centre Melbourne
- 20 Hamer Hall
- 21 National Gallery of Victoria
- 22 M Pavilion
- 23 Melbourne Recital Centre
- 24 Australian Centre for Contemporary Art
- 25 Sidney Myer Music Bowl

MEDICAL

- 26 Hospitals and medical research
Victorian Comprehensive Cancer Centre
The Royal Women's Hospital
The Melbourne Royal Hospital
Howard Florey Institute
The Royal Children's Hospital
Walter and Eliza Hall Institute of Medical Research
- 27 St Vincent's Hospital

- Parks and gardens
- Education precincts
- Shopping precinct
- Medical precinct
- \$ Banks
- T Car hire



Artist's impression

*A design
that stands tall on
every level.*

Designed by Elenberg Fraser—a multi award-winning, integrated architecture practice operating across the Asia-Pacific region—the dual towers of 380 Melbourne make a striking addition to the mid-town cityscape.

The forms of the towers appear as a cascade of silver ripples; a distinctive vertical rhythm achieved through the incorporation of moulded bay windows across the building's façades. An idea that also maximises the view aspects and floor space of the many bay window residences within the Diamond Collection.

A low-level podium unites the towers at street level. Sheltered from the public gaze, the podium's top two floors host the building's many resident amenities; those below, expressed as an exuberant interplay of floating orthogonal pods, accommodate a variety of hotel, commercial office and retail uses.

The design also features a spectacular rooftop garden—which crowns the Diamond Collection residences of the south tower—and a covered pedestrian link, complete with six-storey green wall. Connecting Lonsdale and Little Lonsdale Streets, the link enables residents to access the building from either direction and, true to Melbourne's vibrant laneway culture, will allow for a mix of boutique hospitality and retail uses.

The exacting planning and detail rich design sophistication that sets 380 Melbourne apart at both street and skyline levels, carries through to the elegant interior of each Diamond Collection residence. Unrivalled in their combination of style, amenity and convenience, they bring new levels of luxury to the heart of the city.



Artist's impression — Lonsdale Street



Artist's impression — Lonsdale Street

*The city's
laneway culture starts
at your doorstep.*

Melbourne is famous for a great many reasons—parks and gardens, bayside beaches, shopping and dining, theatre and the arts, sports of all sorts—but it's the iconic laneways that really set the city apart.

Explore even just a few of Melbourne's alleys, lanes and arcades and you'll soon appreciate why. An emerging fashion label here, an artisan jeweler there, a hidden whisky bar, pop-up store or standing-room-only coffee roaster somewhere else—there's always something new and surprising to find, see and experience.

At 380 Melbourne you'll be immersed in the city's famed laneway culture the moment you step out of the building, and into the activity and energy of Timothy Lane.

Protected from the elements, enlivened by a diverse mix of local retailers, and beautified by the mass plantings of its stunning green wall, 380 Melbourne's very own pedestrian thoroughfare will provide direct and convenient access to both Lonsdale and Little Lonsdale Streets, and all the marvellous parts of Melbourne beyond.



Artist's impression — Timothy Lane



Artist's impression — Little Lonsdale Street

DIAMOND COLLECTION

From the architectural grandeur of their upper south tower location, to the exquisite beauty of their smallest interior detail, there is much to admire about the residences that comprise the exclusive 380 Melbourne, Diamond Collection.

*An elite residential
living experience inspired by the
architecture of Elenberg Fraser.*

As with all Elenberg Fraser projects, the architecture and interior design of 380 Melbourne are sensory—an expression of unique identity that residents will feel, as well as see.

It will be evident in the synthesis of colour and texture throughout the exclusive Diamond Collection lobby, and the grand sense of arrival it creates.

You'll experience it in the considered modernism of your generously proportioned, light-filled residence: its intelligent layout, clean lines, flowing spaces, sophisticated palette of materials, and distinctive touches.

And it will inspire you anew, each time you relax in the tranquil expanse of 380 Melbourne's rooftop garden, entertain friends in the indulgent luxury of its private dining rooms, or partake in any of the other stunningly realised resident amenities.



Artist's impression — Eastern façade glazing



Artist's impression — View to the south



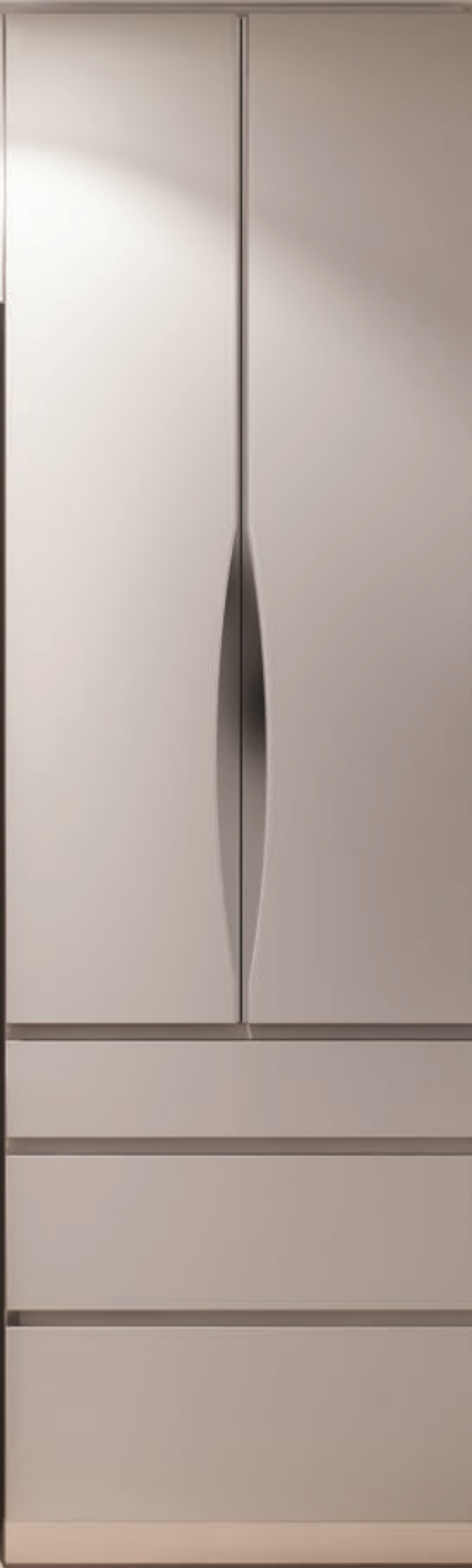
Artist's impression — Sectional view of kitchen living area, light scheme



Artist's impression — Sectional view of kitchen living area, light scheme

Shown here with optional microwave and dishwasher drawer





Artist's impression — Sectional view of kitchen living area, dark scheme

Shown here with optional microwave and dishwasher drawer



Artist's impression — External view of bedroom and living area



Artist's impression — Sectional view of bedroom, walk in robe and ensuite bathroom



Artist's impression ——— Ensuite bathroom, light scheme

AMENITY

With its many sublime spaces for exercise, recreation and relaxation, 380 Melbourne lets you live life to the full, without leaving the building.

A home life to envy.

At 380 Melbourne, a sophisticated home to call your own in the heart of the city is just the beginning. As a Diamond Collection resident, you'll also enjoy access to a phenomenal selection of in-house facilities and amenities, all presented in the most stylish of surrounds.

If fitness and wellbeing are your focus, you'll find a range of healthy options at the ready, including a gymnasium, yoga and personal training studio, 25-metre indoor heated pool and a spa, steam room and sauna.

Or maybe you'd prefer to exercise your culinary skills? If so, 380 Melbourne's selection of private dining rooms will allow you to cook up a storm for family, friends and neighbours.

For more casual dining, there's also an outdoor BBQ area. Or for entertaining of an entirely different nature, there's a private cinema, a karaoke room complete with its own bar, and a games room featuring foosball, table tennis and a giant TV.

There's no shortage of quiet spaces, either. The rooftop garden terrace is perfect for 'me time', a good read is always on offer at the library and study space, while the exquisite residents' lounge provides the perfect buffer between the buzz of the city, and the tranquillity of home.



Artist's impression — Games Room





Artist's impression — 25 metre heated pool and spa



Artist's impression — Garden Terrace



Artist's impression — Residents' Dining



Artist's impression — Rooftop Garden



MELBOURNE

Situated at the geographic and retail heart of the CBD, 380 Melbourne puts everything Melburnians love most just a short stroll away.

*Something for
every taste, at every
time of day.*

Melbourne has an insatiable appetite for good food, and an all day menu that reflects the myriad tastes of its multicultural population.

Need an espresso to start your morning? You'll have no trouble finding a passionate barista ready to extract the perfect shot. Feeling peckish? Team it with buckwheat pancakes, porridge, congee, miso, eggs any way you like, or the classic Melbourne breakfast dish of smashed avocado on toast.

Satisfying your midday hunger is just as easy. If you're in a hurry, grab something to go from the numerous cafés and fast food outlets across the city. Or take your time over a bowl of ramen, a plate of ocean fresh sushi, Michelin-starred dumplings or even a classic two-course lunchtime special at one of Melbourne's finest eating establishments.

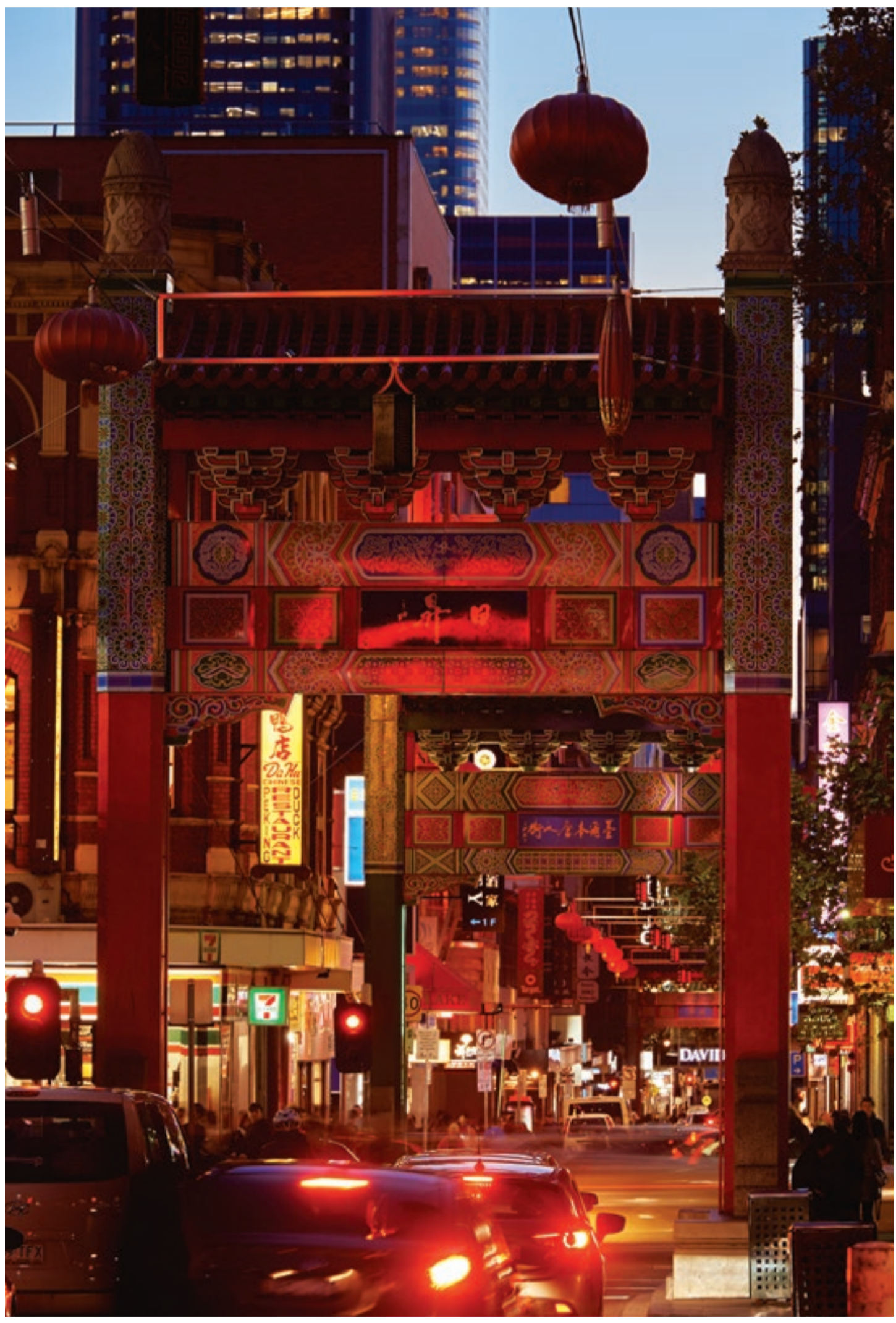
Then as dinnertime approaches, watch as Melbourne's laneway bar scene springs to life with cocktail classics, the latest craft beers and everything in between. The selection of cuisines on offer around the city is equally vast and just as tempting—from upmarket restaurants, bistros and casual eateries, alike.

Be it simple or gourmet, traditional or modern, a popular favourite or something truly ground breaking, you'll find Melbourne succeeds like no other city in catering to your culinary desires.





Shortstop Coffee and Donuts, Sutherland Street



Chinatown



Queen Victoria Market

Your home in the heart of the city also puts you close to the farm and ocean fresh produce of the Queen Victoria Market. Just five minutes by foot, and fewer still by tram, the 'Vic Market' is where you'll find the city's biggest and best selection of fruit and vegetables, meat and fish, cheeses, small goods and deli foods.



Emporium Melbourne Shopping Centre

*So many shopping choices,
with so much in store.*

Melbourne ranks among the finest retail destinations in the world, and like 380 Melbourne itself, the absolute best of its shopping is located right in the city's heart.

Indeed, Melbourne's newest shopping centre—the seven-level, 1.6 billion dollar, Emporium complex—is situated just across the road from 380 Melbourne. And opposite Emporium, the 300 Australian and international fashion brand boutiques, designer goods outlets and shops that make up Melbourne Central.

Immediately behind Emporium you'll find Melbourne's GPO, home to the world's largest H&M store, and next to it, the city's most famous department stores—Myer and David Jones.

Wander a little further—down a historic laneway perhaps, or through the boutique-lined Royal Arcade—and you'll find yourself on Collins Street, home to the flagship stores of Prada, Gucci, Giorgio Armani, Hermès, Bvlgari and Louis Vuitton, to name but a few.



Flagstaff Gardens

380 MELBOURNE
60

MELBOURNE
61



RMIT (top) — The University of Melbourne (above)

*A smart address for
university students.*

Melbourne's education precinct begins just half a block to the north of 380 Melbourne, putting many of Australia's premier tertiary institutions within easy reach.

The esteemed University of Melbourne, for example, is only minutes away by tram; its Elizabeth Street pickup point, literally seconds from your front door. RMIT—the global university of technology, design and enterprise—is even closer; a short five-minute walk and you're there. Closer still, the extraordinary resources of the State Library of Victoria: a two-acre complex of 23 buildings, including the majestic LaTrobe Reading Room.

The Melbourne CBD is also home to four other leading tertiary institutions—Monash University, La Trobe University, Victoria University and Swinburne University—as well as a host of specialist colleges, such as the world-renowned William Angliss Institute, which focuses on hospitality, tourism and culinary arts training and education.



State Library of Victoria

*A world-class project
from one of Melbourne's most
experienced developers.*

The Brady Group is unique. A family business renowned for its integrity and commitment to creating sophisticated urban living experiences, their name is synonymous with the city's most sought after residential addresses.

Melbourne CBD specialists with more than 30 years' experience, the group has initiated and completed in excess of 20 large-scale residential projects. A perfect and much envied track record, it is testament to their thoughtful consideration of location, the insight and quality inherent in their design, and the meticulous precision of their execution.

Equally reassuring is Brady Group's integrated, end-to-end approach. As well as being property developers and hoteliers, they are also master builders, with dedicated sales and property management teams.

As a buyer or investor, you enjoy direct access to the decision makers at every stage, and can look forward to immediate answers to any questions about the design or construction of your Diamond Collection residence at 380 Melbourne.

BRADY

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