CLIENT: Goldfields

PUBLICATION: Herald Sun Real Estate

FORMAT: Newspaper

DATE: 12/11/2016

Readership: 1.05 million

Page/s: 18







Luxury house features make this Prahran project a class above, writes Jordan Marshall

ET in one of Melbourne's best locales, this Prahran development sees no need for a fancy moniker.

Instead, it simply lets its address — 525 High St — and its quality design do the talking.

The project, a collaboration by developer Goldfields, JCB Architects and interior designer Hecker Guthrie, features 46 apartments in a mix of one, two and three-bedroom designs.

They boast the features of a luxury house and the convenience of apartment living in what the developer described as one of Melbourne's hidden gems, Prahran East Village.

JCB Architects was inspired by the



area's culture and heritage, creating an elegant facade with timber highlights on balconies that capture views in multiple directions, including the CBD.

Inside, Hecker Guthrie blends charming characteristics of an earlier period with contemporary design and luxuries usually reserved for houses,



including an entry hall, butler's pantry in the kitchen, fireplace, study and bar.

Other highlights include floor-toceiling windows and a streamlined kitchen with marble benchtops, agediron tapware, Miele stainless-steel appliances and joinery hardware by London-based Buster & Punch. "The vision for 525 High Street was to deliver highly liveable luxury that is both functional and beautiful, real homes people will enjoy," Hecker Guthrie director Paul Hecker said.

The development, due for completion in the second quarter of 2018, will have six one-bedroom apartments measuring 43-57sq m internally and 56-63sq m externally; 32 two-bedroom designs of 63-92sq m and 74-110sq m outdoors; and eight three-bedroom designs of 105-207sq m internally and 125-293sq m externally.

Most apartments will come with two car parks. Prices start from



\$446,000 for one-bedroom apartments, \$689,500 for two-bedroom apartments and \$1.2 million for three-bedroom designs.

For more information, call Leonard Teplin on 9822 9999 or see 525highst.com.au