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Buyers Whet Appetite For Luxury Residence Prahran East Village



With a value exceeding \$45 million, Goldfields' project '525 High Street' in Prahran East Village sold every one of its 46 luxury residences in less than 12 weeks.

Goldfields Chief Operating Officer Lachlan Thompson revealed they were quietly confident the apartments would attract a great deal of attention because of buyer appetite for Goldfields' stylish design and luxury offerings.

He said the pace at which 525 High Street has sold highlights the appetite for product with an "enviable lifestyle on the doorstep and a visually stunning design".

"We have seen both the well-appointed one and two bedroom apartments to the enormous multi-million dollar penthouse fly off the books. It tells us that the luxury apartment market is alive and well for quality, highly considered product in Melbourne."

The seven-storey building attracted particular attention from downsizers, empty-nesters, and professional couples – every buyer has been an owner-occupier – speaking volumes to the quality of the project and the unanimous appeal of well-designed homes.

"The charm of 525 High Street is the juxtaposition of perfectly designed residences with the lifestyle to match. The attention to detail by the designers, the acknowledgement of the heritage legacy present in surrounding areas and the existing lifestyle and ease of access to fashion destinations, restaurants and galleries, all made 525 High Street very desirable to buyers."

525 High Street reflects Hecker Guthrie's signature interior design style of attention to detail and features luxuries generally found in traditional homes, including an entry hall, butler's pantry, traditional fireplace and even a designated bar.

All residences have a car park space – some have two or more spaces – with many also including a study area, laundry room, bar and additional storage.

For Goldfields, the sales success popularity indicates the desire in the market for great location and design in new projects, and has inspired the team to continue working on new high quality projects in order to replicate the figures experienced with High Street.