



## MEDIA RELEASE\_

### **BOUTIQUE DEVELOPMENT, COUTURE ARMADALE DEFIES MARKET STANDSTILL MELBOURNIA GROUP'S PARTNERSHIP WITH CBA AND JLCB CLEARS 65% STOCK DURING COVID**

Melbournia Group's boutique, 19-apartment low-rise project in Melbourne's prestigious suburb of Armadale has commenced construction. The development has generated considerable interest and industry applause, with 65% clearance rate achieved during the pre-sale period.

#### **MORE KEY PROJECT FACTS**

- *Construction well under the way in its 5th month*
- *Project completion date - April 2024*
- *Soil turning celebration - Thursday 1st September 2022*
- *Project team, Developer: Melbournia Group*
- *MDG appointed ASX-listed builder Johns Lyng Commercial Brands*
- *Lending partner, CBA*

The project strategy for Couture Armadale focuses on building for the real needs of individuals without compromising quality. This is the key driver of this project's success so far. Its Art Deco inspired authenticity is being touted as an exceptionally well-considered offering for a highly targeted audience.

Appointed as the builder for the Couture Armadale luxury project, Daniel Meiklejohn, Executive General Manager, John Lyng Commercial Builders commented, "We are very excited about this appointment with Zoe Zhu and her team. We are absolutely committed to delivering the project and meeting the high expectations of the market. It's a winning combination when a partnership has a shared mindset that upholds the same principles and values with the aim to produce quality," he added, enthusiastically endorsing the collaboration.

Melbournia Developments also collaborated with architecture company Peddle Thorpe. Peter Brook, Director, Peddle Thorpe International says that the project itself will offer a different level of interest.

"We've seen decades of much of the same from state to state, city to city. Couture Armadale has most definitely been approached with a level of integrity that's rare in the industry," Brooke said. "I always value our creative collaborations with Melbournia Group. My team and I respect the project vision, how they work and the mindset that they apply to each and every development."

Melbournia Group, Director and Founder, Zoe Zhu Melbournia Group said, "The success we've seen with Couture Armadale so far, doesn't really surprise us. The market, rightly, won't stand for anything less now. In our highly scrutinised industry, you must listen to your market. But beware of just paying lip service to them! You must walk the talk. We believe this could flag a positive and broader industry trend that speaks to buyers as individuals."



### **MELBOURNIA GROUP PHILOSOPHY**

*As developers we strive to contribute to the shaping of our future urban landscape. Bringing these ideas and visions to life for the city of Melbourne is an important responsibility. Melbournia Group integrates culture, lifestyle, history and innovation into each highly curated urban development. Each project aims to improve the day-to-day experiences of individuals and the wider community.*



Couture Armadale combined project teams: Melbournia Group, Johns Lyng Group, PTA.

“There are buyers who know exactly what they want, while others land on their dream purchase when a development can be experienced physically,” explained Zhu.

She added, “The process of creation and bringing a project concept to life is the part that excites us every time. If you can do this in collaboration with the same minds, you then have the power and capability to execute, and ultimately to deliver successfully.”

CBA is the major funding partner for the Couture Armadale project reflecting confidence in the market but importantly in Melbournia Group’s repute and experience across the project team.



The overwhelming feedback from the market indicates continued interest and an impending 100% clearance rate in the next phase of the development's marketing strategy. One buyer who purchased three apartments including a penthouse in the development said, "I love the project vision and what it has brought to life."

A true local who is used to living in prestigious areas, loves the convenient surroundings and the lifestyle. With his retirement approaching, he and his wife are now looking forward to the completion of the development. Armadale attracts a cultural, educated and high-earning community that appreciates its adjoining suburbs' offers of high-end shopping, restaurants and boutiques.

The development is the brain child of Kevin Phuong, Director, Melbournia Group. "It was important that it could express a level of detail not usually offered in an apartment setting, and that there was a real sense of thoughtful living integrated throughout."

Phuong added, "Couture Armadale respects this in a way that most apartment developments gloss over. The fact is the market is astute and apartment living shouldn't feel like a compromise."

"This is an exciting project," Brooke concluded. "We've woven functionality into the residences to preserve what's often lost in apartment living. This project celebrates apartment living luxury and opulence. Couture Armadale is a fine balance of the two."

-ENDS-

**For further information contact:**

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***FURTHER PROJECT NOTES FOR EDITORS***

- *More than 65% of the apartments sold during the pre-sale period despite the market conditions. Both penthouses SOLD - \$3.3M (3 bedroom) and \$2.3M (2 bedroom)*
- *Project construction started on 1st May 2022*
- *The project has achieved the highest per/sqm rate in the area at \$17,000/sqm*
- *The Art Deco period (c.1908-1935) became its own movement as the decorative arts spilled over into every part of modern life, from fashion, to furniture, art, textiles and music*
- *Couture Armadale offers 1, 2, 3 and penthouse apartments starting from \$695,000*
- *The Melbournia Group is planning to launch its latest 7 level boutique commercial project - Somerset 190, located at 190-192 St Kilda Road, St Kilda - with offices and dynamic retail spaces at ground level.*



#### **PURCHASER TESTIMONIALS**

- “Couture Armadale is an honest statement of exceptional quality.”
- “I love the project vision and what it has brought to life.”

#### **Available assets**

##### Ground Breaking photos.

##### 1. Project Crew

- Developers (Directors at MDG - Zoe Zhu, Kevin Phuong)
- Peter Brook (Director - Peddle Thorp Architect International)
- Daniel Meiklejohn (Executive General Manager - Johns Lyng Group - Strata & Commercial Brands)
- Construction Crew

##### 2. Shovel - Portrait

##### 3. Project Video

##### 4. Brochure

#### **Available project renders**

- Hero Image
- Penthouse interior
- Front Gate
- Entrance with Ghossains Paris fountains - lion head
- Roof top
- Penthouse bedroom
- Penthouse bathroom
- Garden Render

#### **Details for the Lion Head Fountain**

Designer - Goossens Paris (owned by Chanel)

Material: brass, 24 carat gold

#### **Details for the Gate**

Handmade gilded brass

**\*\*\*Interest can be registered on\*\*\***

*couturearmadale.com.au or  
Sales Concierge on 1300 813 098*



## **MELBOURNIA GROUP COMPANY PROFILE**

Melbournia Group is a privately owned group of companies, founded in Melbourne in 2007. The group is a leading Melbourne based developer and property consultant behind some of Australia's most awarded and prestigious developments.

Since establishment in 2007, we've collaborated on broad ranges of high and medium density developments and master-planned communities across metro and suburban regions. We believe that helping to shape the future landscape of communities will support the positive transformation and spirit of our city. Collaboration is at the core of our business.

For over a decade, we have partnered with many reputable partners providing best practice industry expertise. Through our shared vision and belief in sustainable residential communities, we consistently deliver on our commercial objectives and project promises supported by strong collaboration throughout the project life-cycle. This strategic approach promotes goodwill, long term relationships and vibrant quality outcomes for all stakeholders.

Melbournia group's services include site acquisition, project management, project marketing and sales, project consulting, marketing and brand communications, asset management and finance originations.

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