



EMBASSY

RICHMOND

MADISON

By BlueEarth



*Perfectly positioned between Melbourne's north and south,
the Madison building within Embassy Richmond represents
the very best of modern residential design featuring an
unprecedented level of exclusive residents' spaces.*



EMBASSY

RICHMOND

12 DAVID STREET RICHMOND

MADISON

PAGE No. 6 — RICHMOND OVERVIEW
Melbourne's most eclectic suburb, perfectly
poised between north and south.

PAGE No. 10 — THE BEST OF MELBOURNE
Take your pick from the greatest dining,
entertainment and cultural attractions
the city has to offer.

PAGE No. 26 — THE ARCHITECTURE
Magnificent architectural form complete
with a stunning landscape design and
groundbreaking level of amenity, right
by the Yarra River.

PAGE No. 40 — EMBASSY CLUB
Private dining room & kitchen, lounge,
bar, and business centre – all opening
onto a magnificent residents' deck.

PAGE No. 48 — SKY GARDENS
Relax in beautifully conceived green
spaces, individually crafted to provide
a unique experience.

PAGE No. 58 — HEALTH CLUB
Experience a luxury day spa feel every day
with superb gym, sauna & steam rooms.

PAGE No. 62 — CINEMA
Settle back and enjoy your favourite big
screen blockbusters in premium comfort.

PAGE No. 66 — GAMES ROOM
Make the most of your leisure time with
a casual game of pool in luxury surrounds.

PAGE No. 68 — MADISON RESIDENCES
Luxury contemporary apartment living in
an exquisitely designed building that lifts
residential amenity to a whole new level.

PAGE No. 84 — BY BLUE EARTH
Specialising in exceptional apartment
projects for more than 20 years.

PAGE No. 86 — THE TEAM
An outstanding partnership between
Australia's leading residential property
experts delivers a unique, remarkable vision.



David Street facade — Artist Impression

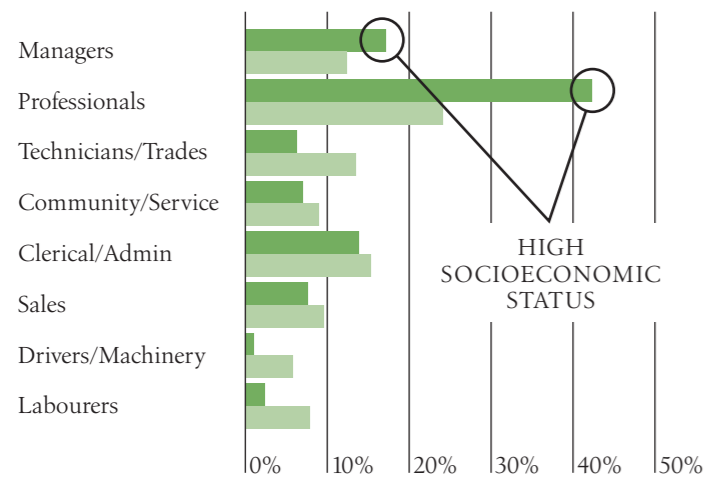
RICHMOND OVERVIEW

Superb local amenity and investment-friendly demographics combine with luxury design to produce an apartment product that occupies ideal market positioning — capturing an area of high demand and delivering secure, sustainable rental and capital growth long into the future.



OCCUPATION BY EMPLOYMENT

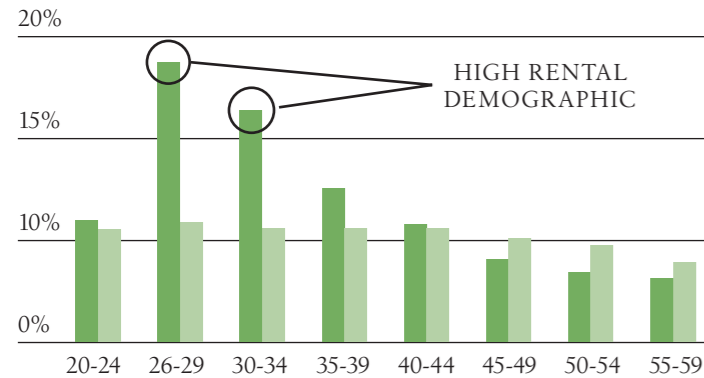
Over 60% of the population of Richmond work in either managerial or professional roles, suggesting the population is of a white collar style.



Richmond Greater Melbourne
Source: Australian Bureau of Statistics 2011

AGE GROUP

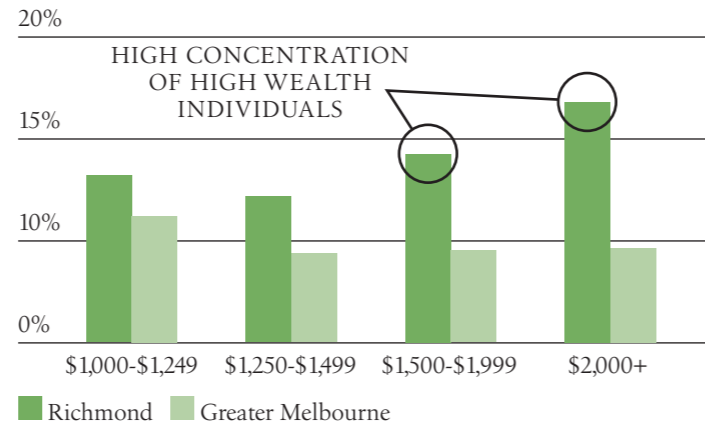
An extremely high proportion of the Richmond population is aged between 25 and 39 years old. It is residents within this demographic that form the backbone of the market for renting apartments.



Richmond Greater Melbourne
Source: Australian Bureau of Statistics 2011 & i.d.

WEEKLY INDIVIDUAL INCOME

The local population has a considerably higher income than greater Melbourne, suggesting greater rental affordability.



Richmond Greater Melbourne
Source: Australian Bureau of Statistics 2011 & i.d.

RICHMOND ANNUAL CAPITAL GROWTH

6.2%

Source: SQM Research

RICHMOND VACANCY RATE

The vacancy rate for Richmond is only 1.2% compared with 2.0% for Melbourne. This is due to comparatively low levels of supply in Richmond and the suburb being such an appealing suburb to live.

1.2%

Source: SQM Research

RENTAL YIELDS ONE OF MELBOURNE'S BEST PERFORMING SUBURBS

Richmond is one of Melbourne's best performing suburbs from a rental perspective achieving an average rental yield for units of 4.48%. With an excellent range of residents amenity and a high quality finish at Embassy Richmond, apartments within the project are expected to generate strong returns.

4.48%

RICHMOND APARTMENT MEDIAN RENTAL YIELD

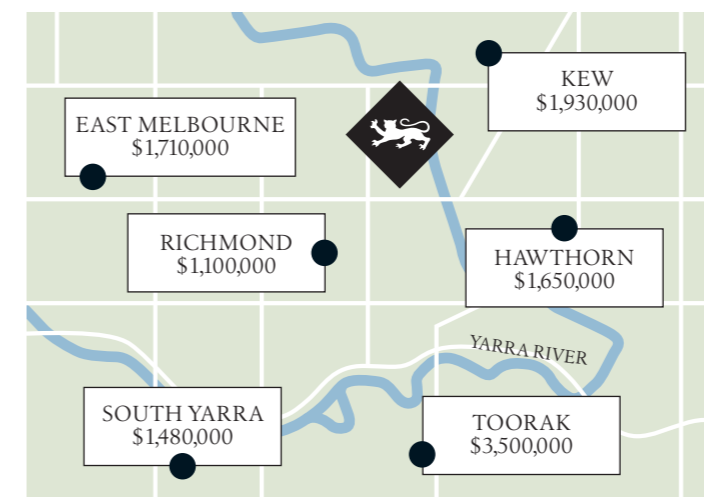
4.16%

RICHMOND HOUSE MEDIAN RENTAL YIELD

Source: realestateinvestar.com.au

MEDIAN HOUSE PRICES

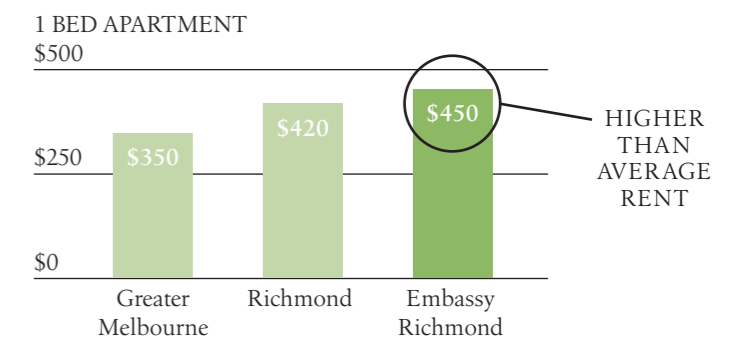
Richmond sits within the most expensive area of Melbourne with surrounding suburbs having some of the highest median prices in Victoria.



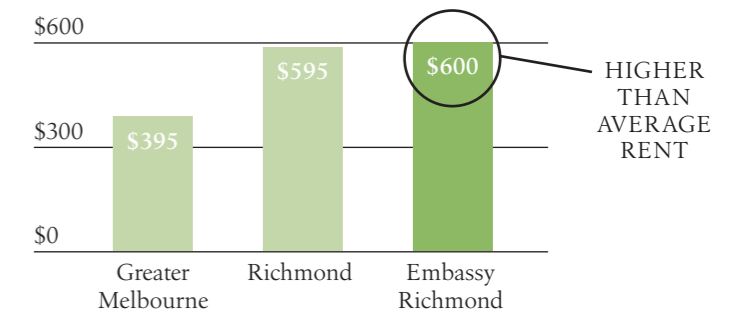
Source: realestate.com.au & RP Data

AVERAGE RENT PER WEEK

Embassy Richmond is expected to perform strongly even compared to other apartments in Richmond, based on the extensive amenity within the project and better quality apartments than most



2 BEDROOM APARTMENT



Embassy Richmond rents are estimates only and based on comparable rents within the surrounding area. Estimates are subject to change.
Source: yourpropertyinvestmentmag.com.au

VALUE — APARTMENT VS HOUSE

Embassy Richmond presents a great price pointed entry into the Richmond market with Richmond house prices surging in recent years, to a median of \$1,100,000. To buy a home that presents as well as a new apartment it is common for buyers to be spending \$1.4—\$1.6m.

\$1.1M

RICHMOND MEDIAN HOUSE PRICE

Source: realestate.com.au



Yarra River



THE BEST OF MELBOURNE

*Find your perfect home in the heart of exciting and diverse Richmond,
just 3km from the CBD, with an incredible selection of shops, cafes,
restaurants, and entertainment at your fingertips, as well as a wealth
of parks, gardens and riverside attractions.*

EMBASSY

AAMI PARK

ROD LAVER
ARENA

YARRA
RIVER

MELBOURNE
CRICKET GROUND

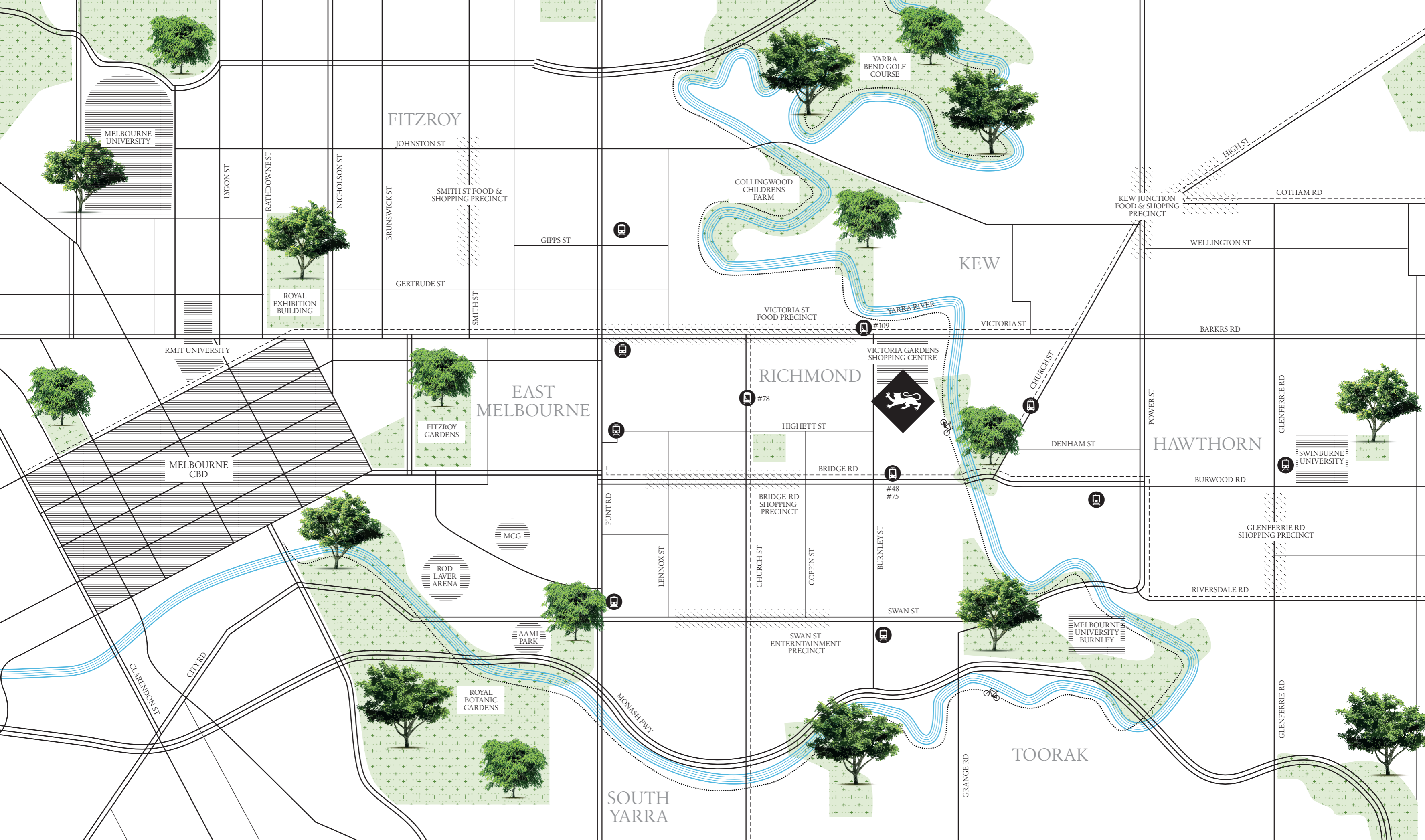
VICTORIA GARDENS
SHOPPING CENTRE

MELBOURNE
CBD

RMIT
UNIVERSITY

UNIVERSITY
OF MELBOURNE







Yarra River



1 SERATONIN — MELBOURNE'S HEALTHIEST & TASTIEST CAFE



2 MINAMISHIMA — RESTAURANT OF THE YEAR 2016 MELBOURNE GOOD FOOD GUIDE



3 ZUSTER FURNITURE — SOPHISTICATED STYLE



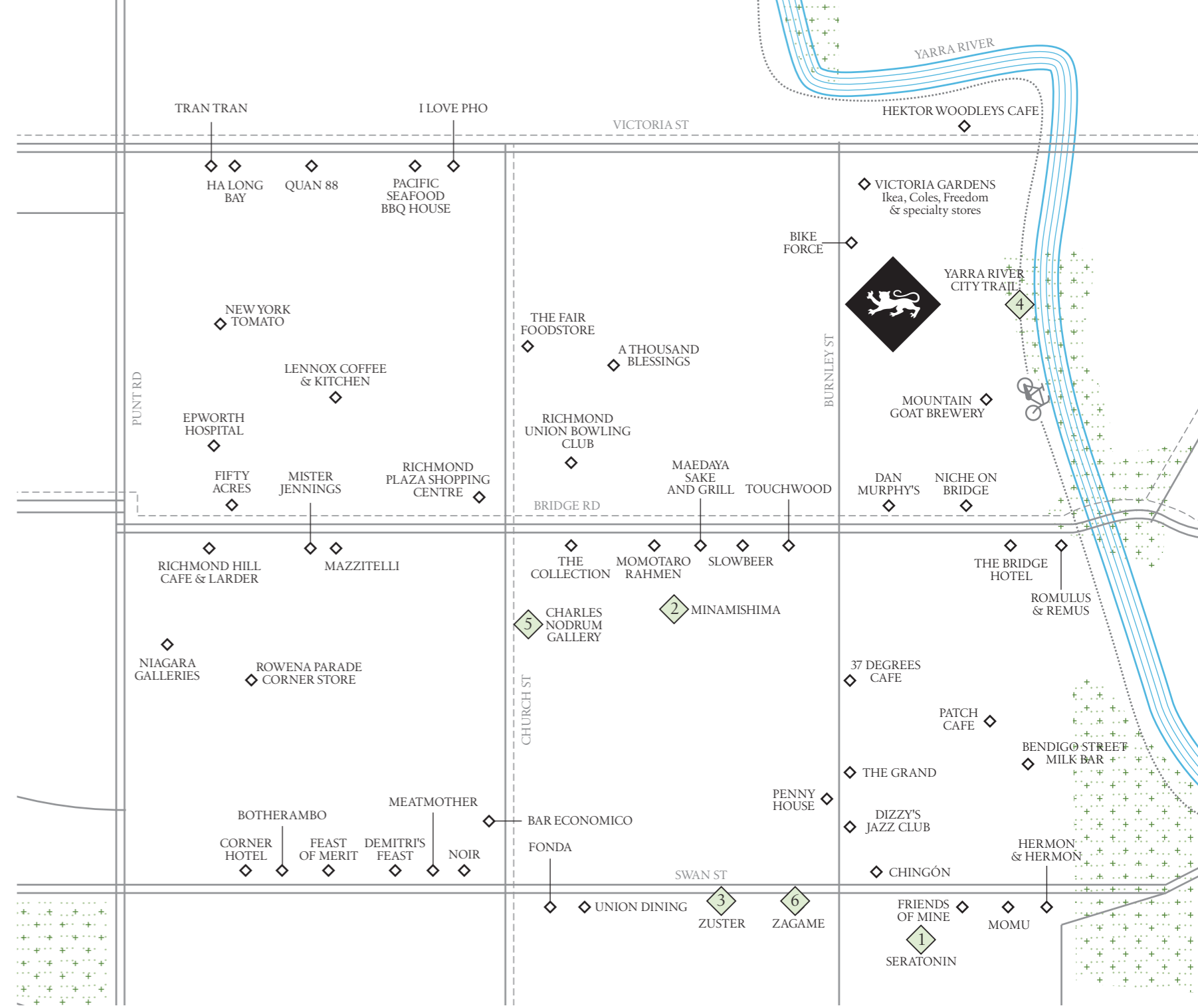
4 YARRA RIVER — MELBOURNE'S SCENIC HEART



5 CHARLES NODRUM GALLERY — ARTISTIC MERIT



6 ZAGAME — MELBOURNE'S MOST PRESTIGIOUS CARS



LOCAL KNOWLEDGE

The Embassy neighbourhood

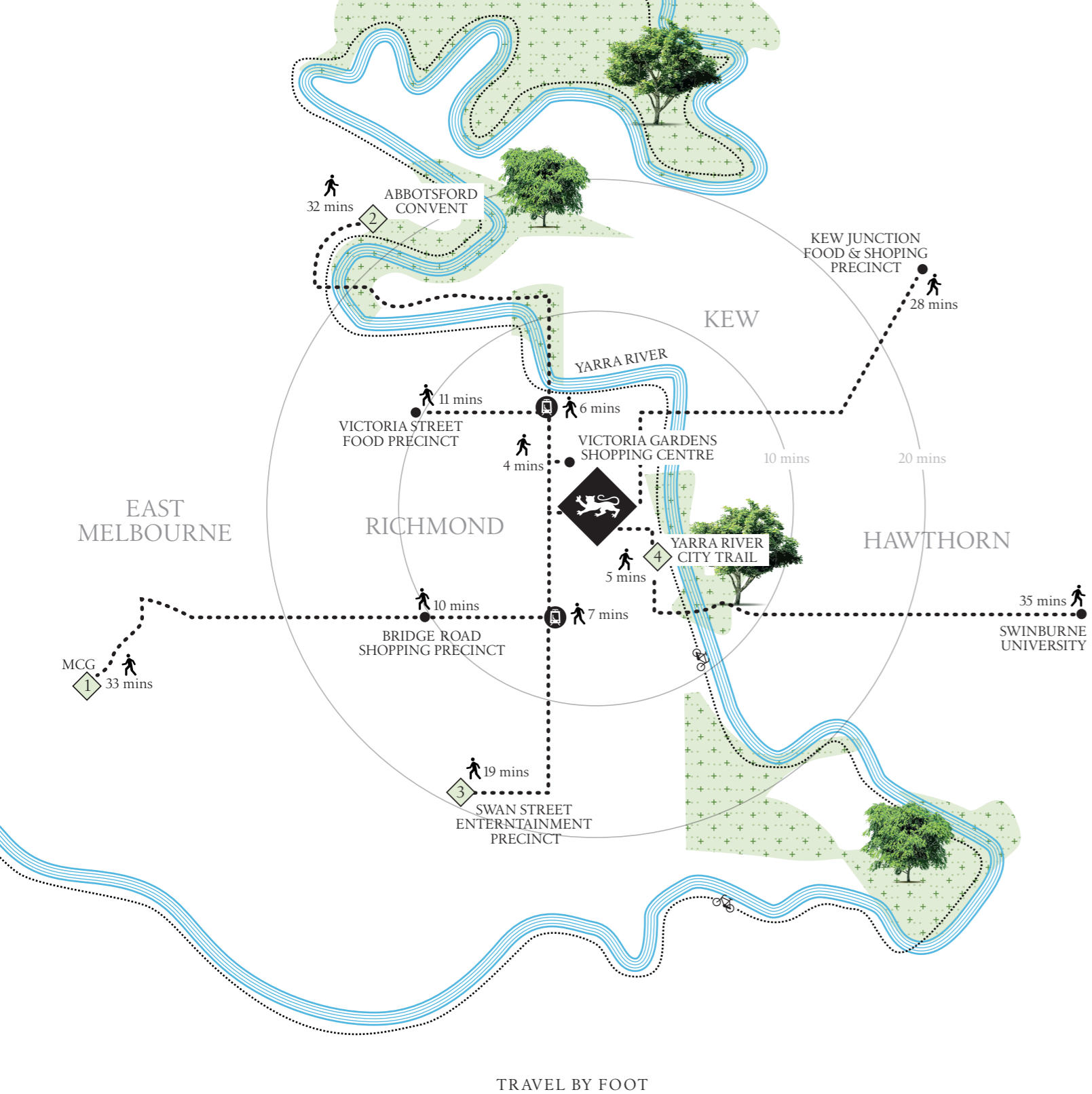
Experience an exceptional lifestyle precinct like no other in the inner city. Perfectly poised on the cusp of Melbourne's north and south, enjoy superb proximity to the CBD and brilliant access to the blue-chip amenity of the leafy east.

Just moments from Victoria Gardens Shopping Centre, and close to Victoria Street, Bridge Road and Church Street, explore an outstanding array of shopping and entertainment opportunities –

amazing Asian grocers, high end fashion boutiques, as well as Melbourne's best concentration of furniture and homeware retailers, department stores, bookshops, banks, supermarkets, and cinemas.

Right next door, an extraordinary natural corridor connects you to the crème of the city's parks and gardens via the green and sheltered banks of the Yarra River.





TRAVEL BY FOOT

With the 29 km Capital City Trail running alongside the Yarra just 5 minutes from your front door, boating at the Studley Park Boathouse, teeing off at Yarra Bend Golf Course, or visiting the farmers markets at the Collingwood Children's Farm and Abbotsford Convent are just the beginning of an incredible range of local attractions

within easy walking distance. Cycle traffic-free all the way to Docklands via the Royal Botanic Gardens and Southbank. On the way, check out galleries, cafes, picnic and barbecue facilities, historic mansions and beautiful scenery. Richmond's legendary array of historic pubs and cool bars are at your disposal, as well

as amazing restaurants – from Victoria Street's Vietnamese treasures to the latest hot spots in Bridge Road. Take in the next big match at the mighty MCG. Pop around the corner to Ikea, or slip into the Hoyts Cinema complex, including La Premiere and Director's Suite. It's all right on your doorstep.



MCG — AUSTRALIAN HOME OF SPORT



ABBOTSFORD CONVENT — ARTISTS, MARKETS & MUSIC, A CULTURAL OASIS



SWAN STREET ENTERTAINMENT PRECINCT



YARRA RIVER CITY TRAIL

Within easy reach

An incredible range of local attractions are a short walk or bike ride away. In every direction, the streets are dotted with fantastic coffee houses, blissful breakfast joints and eateries of every description.





METHODIST LADIES' COLLEGE — 7 MINS



SCOTCH COLLEGE — 9 MINS



XAVIER COLLEGE — 7 MINS



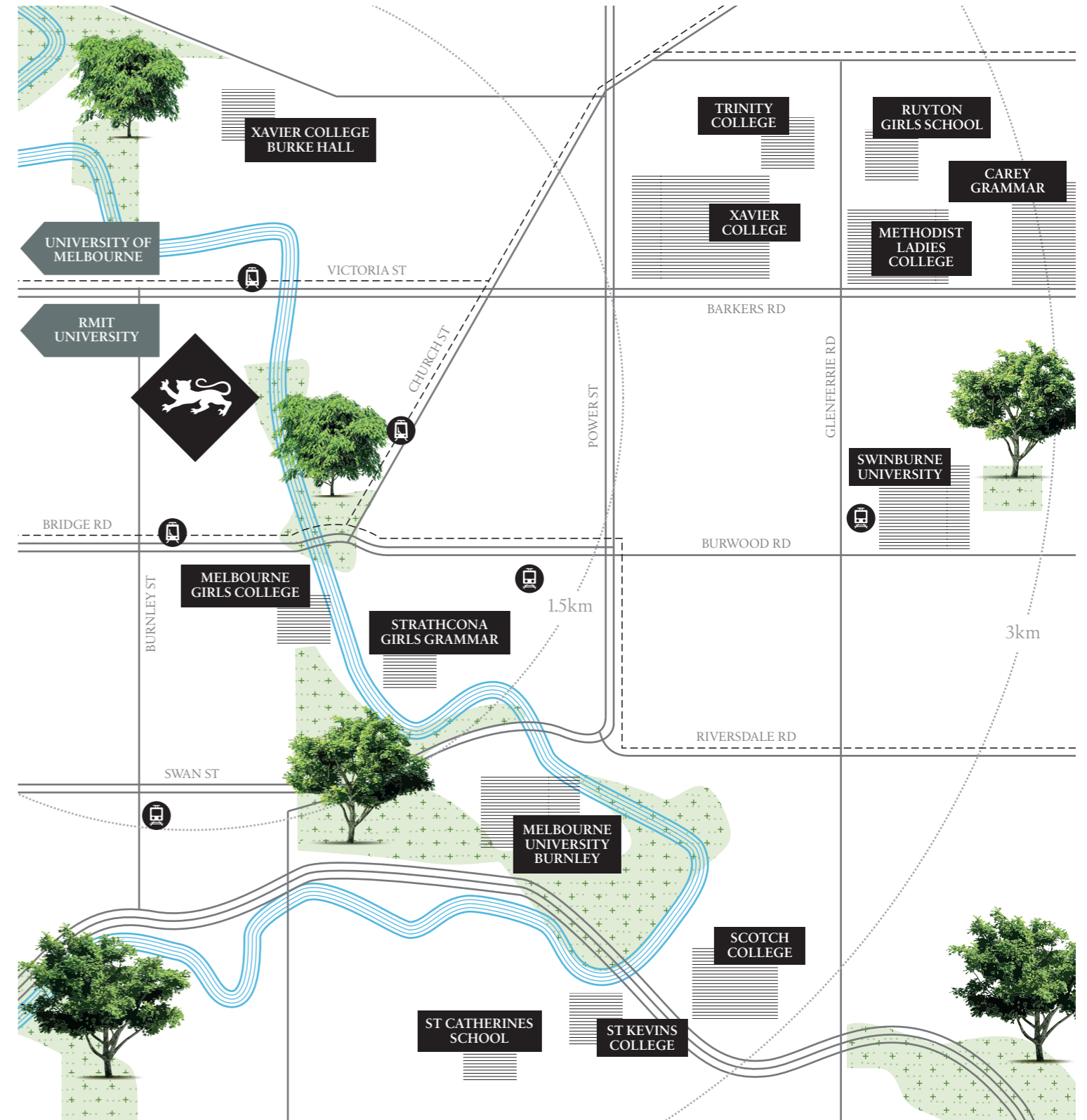
SWINBURNE UNIVERSITY — 7 MINS



UNIVERSITY OF MELBOURNE — 15 MINS



RMIT UNIVERSITY — 10 MINS



WORLD CLASS EDUCATION

Height of knowledge

Melbourne's international reputation as Australia's home of educational excellence has its heartland in the inner east around Embassy, where the city's most renowned institutions are an easy walk or short tram ride away.

The selection of schools in close proximity is a who's who of Melbourne's finest, names that conjure years of tradition and the highest of educational standards. Trinity, Xavier, Scotch, and Methodist Ladies

Colleges are all close by. Ruyton Girls School, Carey Grammar, and Melbourne Girls College are just some of the academic high achievers within easy reach. With Swinburne University less than 3 kilometres

away, as well as the esteemed Royal Melbourne Institute of Technology and Melbourne University easily accessible, the very best is yours to choose from.





Yarra River



THE ARCHITECTURE

*Designed by award-winning CHT Architects, Embassy presents
a contemporary and truly original architectural statement in
a landmark location in the heart of Richmond.*



David Street facade — Artist Impression



Gaze out to extraordinary views of the Melbourne skyline, or across the verdant loops of the Yarra from Embassy's stunning location at a unique intersection of three rich and diverse realms – the vibrant retail hub of Victoria Gardens, the leafy tranquility of the river, and the established residential prestige of east and south.

Step inside an exceptional building that takes urban residential design to a whole new level, with fully landscaped public grounds at street level, pedestrian footbridge, and over 830 square metres of exclusive social spaces.

Composed of tactile, organic textures of stone and timber at street level, and a facade of clean, lightweight metals ribboned through with brass elements connecting each floor, Embassy aims skyward with an aesthetic of understated elegance.



Townhouse facade — Artist Impression



With Embassy's own cafe offering sensational coffee and a delicious selection of breakfasts and snacks, you can start your day in relaxed comfort without even leaving home. Settle into a friendly local

vibe, take your favourite spot and chat with the neighbours. Or, grab a takeaway, slip down to the leafy banks of the Yarra and discover a blissful natural sanctuary just moments away.



EXCLUSIVE SPACES

*Experience an extravagant array of premium residential spaces,
perfect for entertaining friends, working from home, relaxing at the
end of a long day, or just enjoying some quiet time by yourself.*



Lobby — Artist Impression



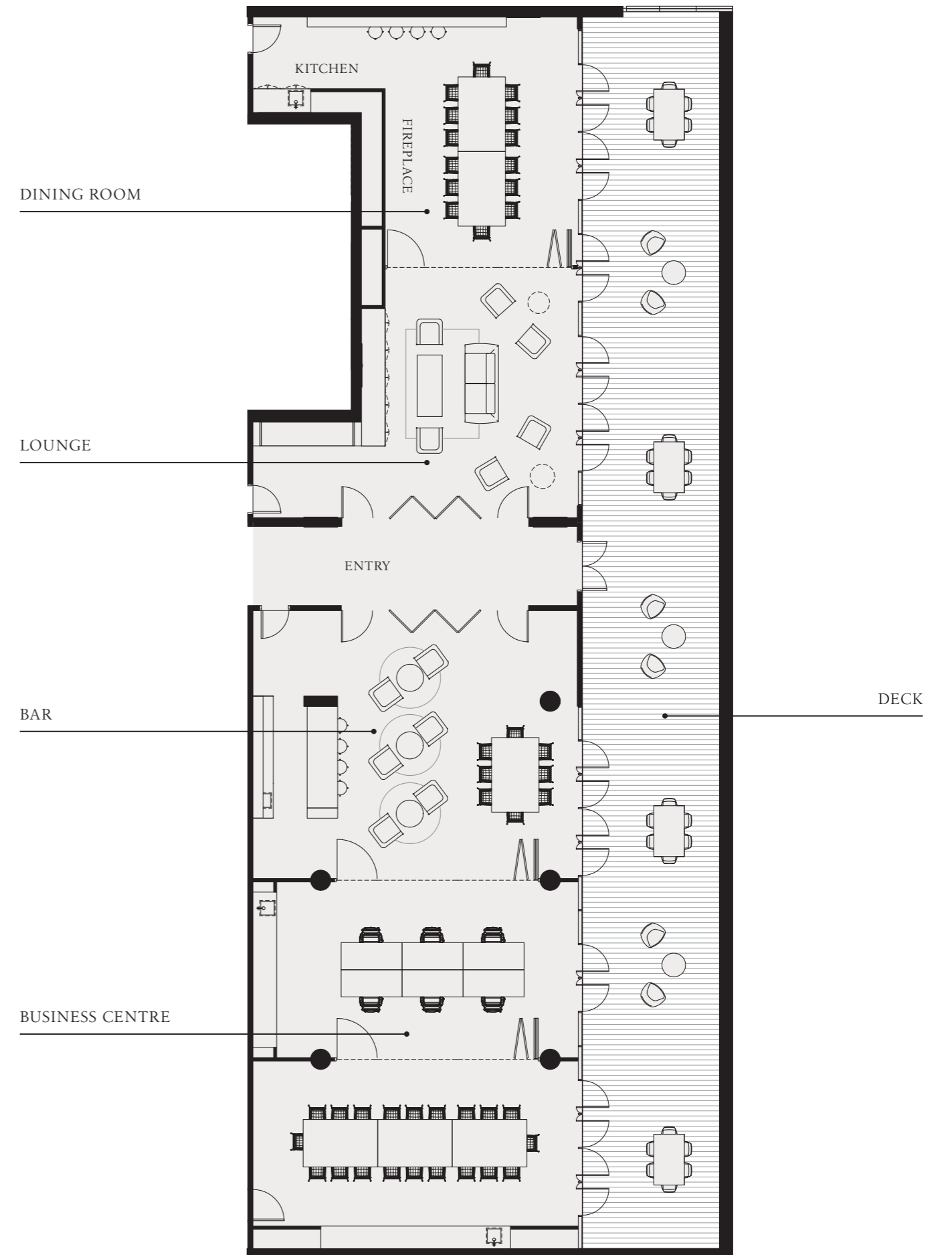
EMBASSY CLUB

Expand your everyday living experience beyond your apartment with the Embassy Club's extraordinary suite of private rooms and luxury resident facilities, all opening onto a magnificent 1st floor 30 metre long deck overlooking sensational views of the Yarra River.

Book a celebratory dinner party in the private dining room and chef's kitchen. Invite friends for a drink in Embassy's own boutique bar. Take your laptop to the sumptuous comfort of the residents' lounge, or schedule a meeting at the boardroom table in the superbly appointed business centre, fully serviced with wi-fi.

Enjoy exclusive access to a very special club.

Embassy Club





Embassy Club, Bar — Artist Impression







SKY GARDENS

Gardens play an important part in our well-being, providing a tranquil retreat or momentary escape from the demands of the everyday. The beauty of green spaces lifts spirits, releases us from stress, and brings balance back into our lives.

Designed to suit any mood, Embassy's sky gardens invite you to experience inspiring outdoor spaces, each gorgeously landscaped and richly planted to create havens of colour, ambience and beautiful fragrances that will enhance your day – whether you are gathering for pre-dinner drinks or seeking out a quiet corner to enjoy your favourite book.

Discover apartment living that embraces the beauty of the outdoors as a vital, nourishing part of your life.

Japanese Garden





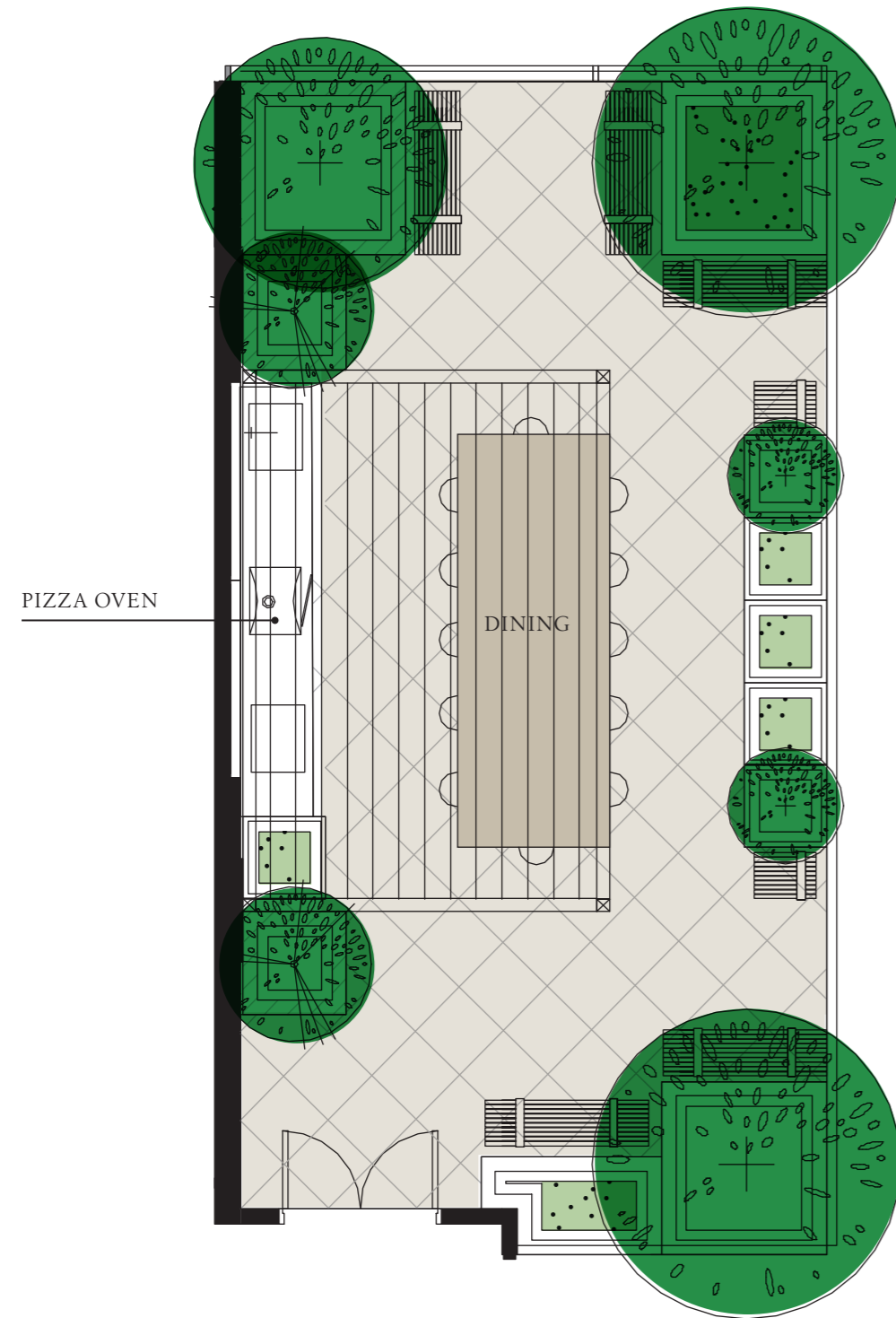
Immerse yourself in an atmosphere of serene, exquisite beauty Embassy's delightful Japanese Garden on Level 7 surrounds you with the blissful harmony of soft plantings and natural timber and stone features. Take an evening drink out to the bar seating

and watch the twinkling lights of a breathtaking city view. Prepare a delicious lunch on one of two Teppanyaki grills, dine out under the pergolas, or book the amazing 'Garden House' and treat your guests to dinner in simply stunning surroundings.



Japanese Garden — Artist Impression

Mediterranean Garden

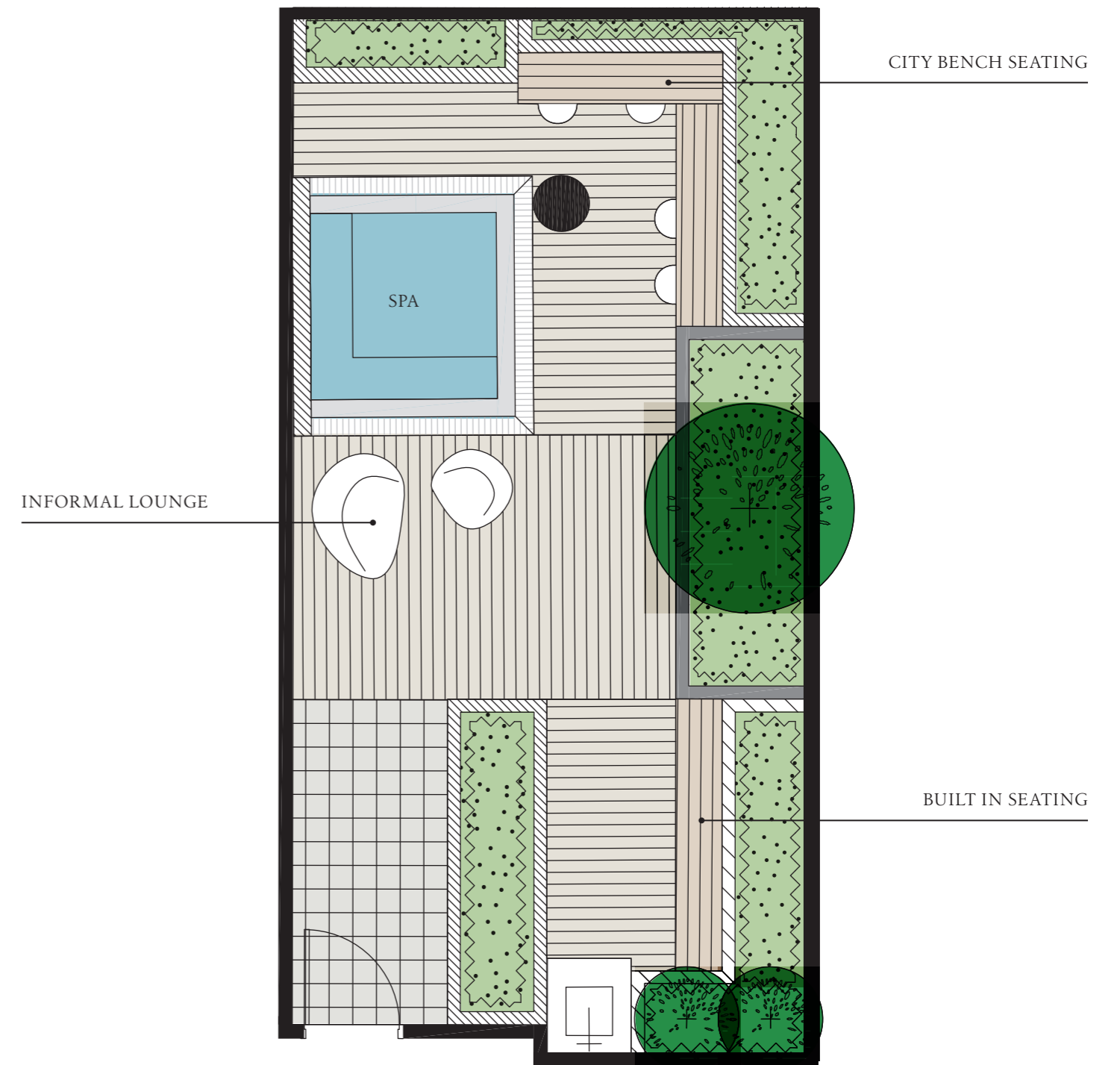


Embassy's outdoor garden spaces extend your everyday living choices to take full advantage of bright, balmy days and mild nights. Winter and summer, they invite

you to enjoy fresh air and the company of friends, family and neighbours. Retreat to the simplicity and symmetry of the Mediterranean Garden with its contrast

of bright colours and the rich earthy shades of terracotta and sandstone. Sit beneath the trees, lay out your favourite toppings, and enjoy pizzas al fresco straight from the oven.

Spa Garden



Is there anything better than lowering yourself into the steaming waters of a spa at the end of a long day? Especially when it sits high on the 6th floor, looking out to

sensational views of the Melbourne skyline, and is surrounded by the lush planting, comfortable seating and cosy lounge of Embassy's superb Spa Garden.







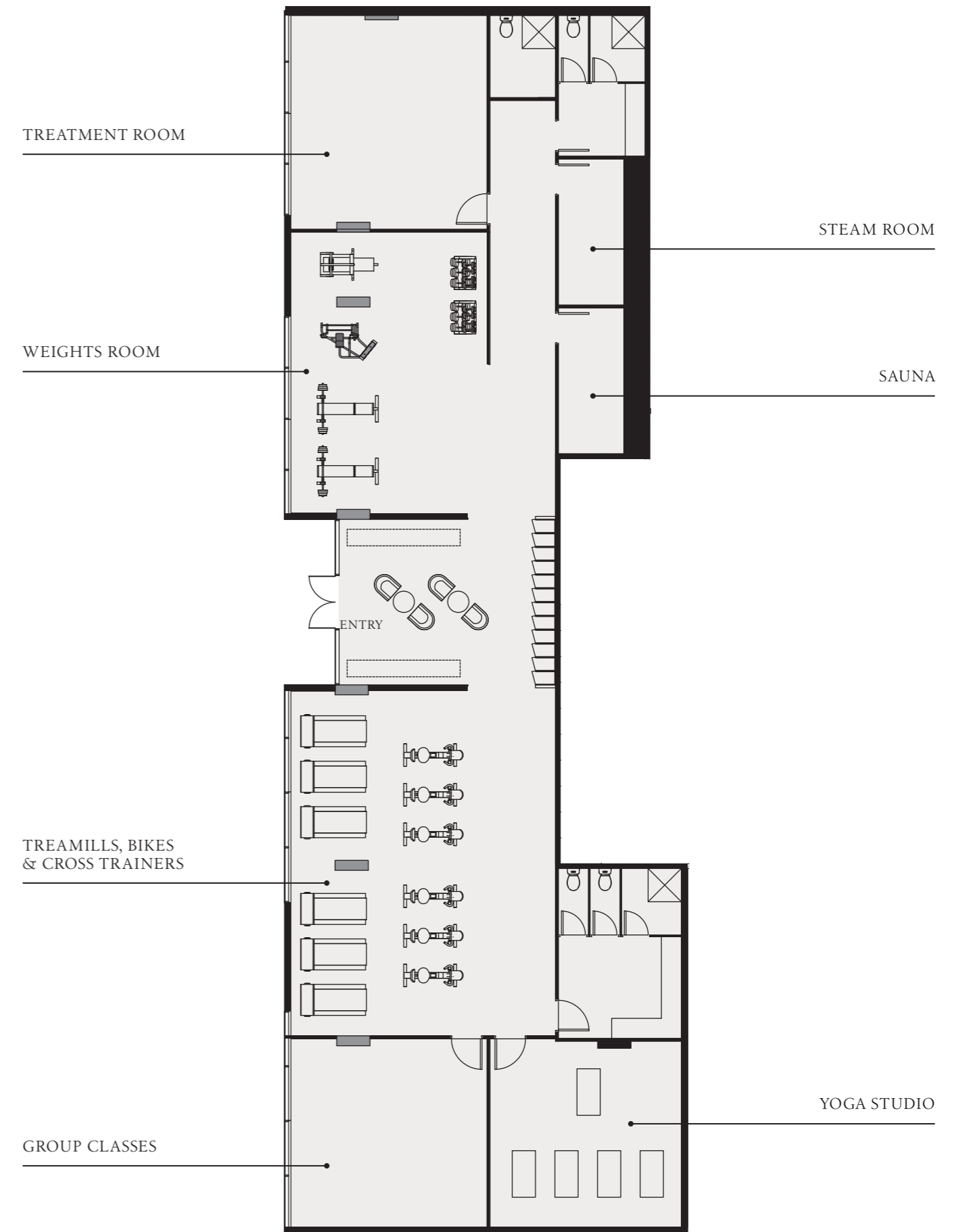
HEALTH CLUB

Design a complete fitness and well-being program that you can maintain with complete convenience. Whether you're kicking in the endorphins or starting the day with some gentle exercise, you can plan your fitness regime around the stunning facilities of your very own Health Club.

Look out to sensational views as you take on the gym, fully equipped for cardio workouts, weights, and stretching, or knock off a few kilometres on the spin cycles or treadmills. Book yourself in for group classes, a yoga session, or just enjoy the purifying health benefits of Embassy's sauna and steam rooms.

With excellent facilities close at hand, staying in shape is a simple and convenient part of your day.

Health Club







CINEMA

Step inside Embassy's opulent cinema and discover why it's time to leave the dvd's on the shelf. With five terraced levels, enjoy perfect viewing of the enormous 2m x 4.7m screen, while lounging in utter comfort among scattered cushions and bean bags.

The cinema features plush surroundings with dimmable LED lighting and sophisticated timber screening. Ideal for relaxing with friends and neighbours, the luxurious theatrette is also available for private bookings or business presentations.

Experience state-of-the-art audio visual entertainment any time you choose.





GAMES ROOM

Whether you are hanging out with friends, de-stressing at the end of a tough week, or getting to know your neighbours, Embassy has the perfect solution to get the most out of your leisure hours, with a luxury games room and relaxation space where you can enjoy a leisurely game of pool.





THE RESIDENCES

*Conceived by interior design specialists at CHT Architects,
Embassy's outstanding quality is evident in a magnificent
collection of stylish one, two and three bedroom apartment
spaces, meticulously constructed and elegantly finished.*



Enjoy astonishing views as you relax in temperature-controlled comfort. Offering plenty of room from spacious open-plan designs, Embassy's stunning residences are filled with a profusion of natural light from spectacular floor-to-ceiling windows.

Discover a host of exceptional design details. Kitchens feature high quality fixtures and fittings, luxury European appliances and stone bench tops. Sophisticated colour schemes dovetail beautifully with natural materials like engineered timber floorboards.







Townhouse — Artist Impression



Kitchen — Artist Impression





TEAM

Australia's leading residential property experts come together in an outstanding collaborative enterprise to deliver an exceptional lifestyle product that sets a new standard in apartment living.



DEVELOPER — BLUE EARTH GROUP

Blue Earth Group property development company has specialised in exceptional apartment projects for more than 20 years. On a remarkable journey from the construction of a single dwelling in 1990 to the compilation of today's \$1 billion project portfolio, excellence has remained a constant — along with an enduring allegiance to quality and design. The firm is committed to thinking imaginatively, treating challenges as opportunities and embracing creativity in every sphere of activity. This abiding passion has received widespread recognition and made a lasting contribution to the built environment.



Clockwise from top: United Richmond; The International Southbank; Gravity Tower South Melbourne; Botanica Balwyn rooftop garden; and Rima Brunswick East



Clockwise from top: Metrowest Sunshine; Darling Street South Yarra;
The Maze Apartments Richmond; Botanica Balwyn;
Leveson Street North Melbourne — all previous CHT projects

ARCHITECT — CHT ARCHITECTS

Design-focused and multi-disciplinary, CHT Architects offers services in both architecture and interior design. A range of multi-residential projects, including luxury apartment developments, have placed the practice at the forefront of the industry. Based in Melbourne, with projects both local and interstate, the firm's work consists of high-quality, distinctive buildings and spaces that respond to the aspirations of modern Australian life. CHT creates environments that enrich people's lives and inspire a true sense of belonging.

PROJECT SALES — 360 PROPERTY GROUP

Australia's leading full-service, residential development sales and marketing agency, 360 Property Group capitalises on over 30 years experience and is responsible for over 20,000 residential apartment sales to date. 360 Property Group's outstanding reputation has been built on providing expert management on projects from start to finish, delivering to its clients a comprehensive service unmatched in the industry. With a thorough, sophisticated understanding of the sector and its markets, 360 Property Group understands the true meaning of getting a residential product right.





Yarra River



By **BlueEarth**

All images, views, diagrams, research and analysis are indicative or artists' impressions only. Dimensions, areas, fittings, specifications, landscape and paved areas are indicative and subject to change without notice. Furniture and whitegoods are not included in the price. Purchasers should check the plans and specifications included in the terms of the contract of sale carefully prior to signing the contract. Designed by Studio Caravan.



EMBASSY
RICHMOND

DISPLAY SUITE
27 APPLETON STREET RICHMOND
VICTORIA 3121 AUSTRALIA
EMBASSYRICHMOND.COM.AU

MADISON

