



HUNTER

PRAHRAN

H

DISCOVER THE ULTIMATE URBAN
LIFESTYLE WITH STUNNING 1, 2 & 3 BEDROOM
LUXURY RESIDENCES AT THE ABSOLUTE
EPICENTRE OF MELBOURNE'S MOST
EXCITING & AMENITY-RICH LOCALITY

WHERE LIFE & CULTURE COLLIDE

14—18 PORTER STREET PRAHRAN

DEVELOPED BY


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PRAHRAN OVERVIEW

SUPERB LOCAL AMENITY & INVESTMENT-FRIENDLY DEMOGRAPHICS COMBINE TO PRODUCE AN IDEAL APARTMENT MARKET IN A SUBURB THAT HAS LONG OUTSTRIPPED THE MILLION DOLLAR MEDIAN HOUSE-PRICE BENCHMARK, & OFFERS CONSISTENTLY HIGH GROWTH IN APARTMENT VALUES.

Strong demand for residential apartments

Over the past five years, Prahran has become the new South Yarra with a very extensive array of new restaurants, bars and cafes opening up making it one of Melbourne's most attractive lifestyle hot-spots. This has led to the suburb being a strong focus for young professionals, both from a rental and sale perspective.

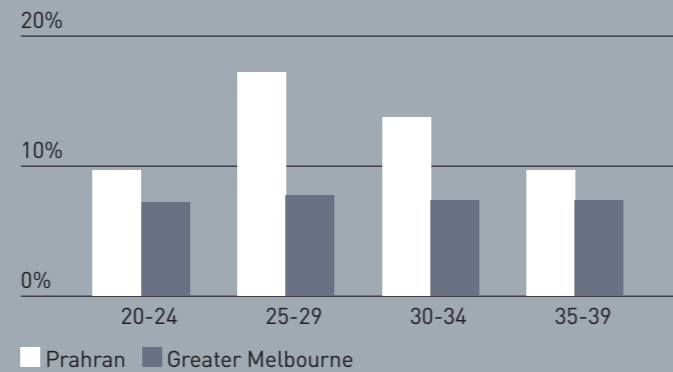
The following information demonstrate this in resounding fashion.

IDEAL AGE BRACKET

High concentration of renters

The number of people aged 20-34 in Prahran is significantly higher than that of Greater Melbourne. This age group is the ideal demographic for apartment living which is resulting in the strength of apartment sales and rentals within the suburb.

Age — 5 year age groups



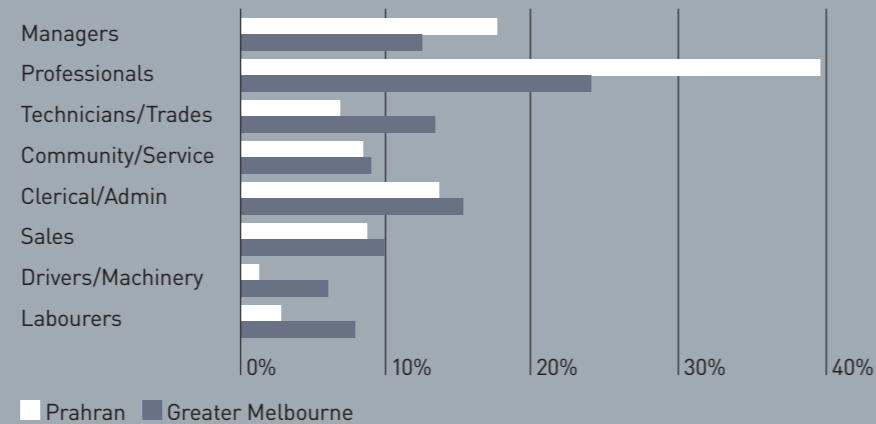
Source: Australian Bureau of Statistics 2011 & .id

OCCUPATION PROFILE

Professionals make reliable tenants

Over 60% of the population work in either professional or managerial roles, which is the ideal target market from a rental and resale perspective.

Occupation of employment



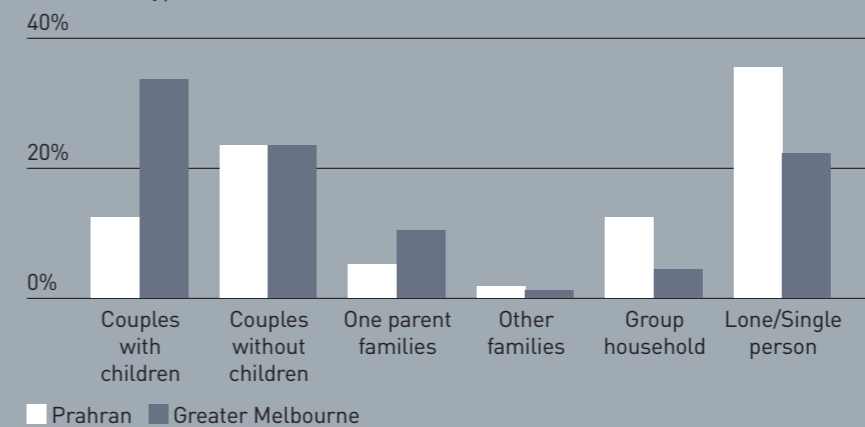
Source: Australian Bureau of Statistics 2011 & .id

HOUSEHOLDS

Single occupant households

A large proportion of the population are single people who are the prime target market for renting and buying one and two bedroom apartments.

Household type



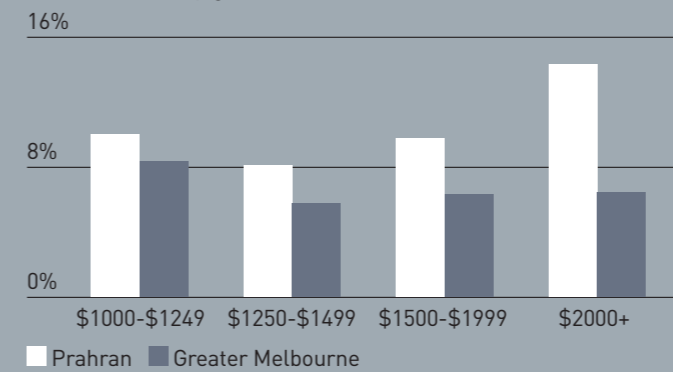
Source: Australian Bureau of Statistics 2011 & .id

INDIVIDUAL INCOME

High concentration of high wealth individuals

Prahran's population is affluent in comparison to that of Greater Melbourne which provides underlying strength in the rental and re-sale markets.

Individual Weekly gross income



Source: Australian Bureau of Statistics 2011 & .id

RENTAL PERFORMANCE

Strong demand for rental properties

5.8%

Rental return

Based on strong demographic indicators Prahran is a very strong performer from a rental perspective with apartments achieving a very strong rental return of 5.8%.

1.9%

Vacancy rate

Vacancy rates are also low at 1.9% which essentially represents the natural turnover of tenants within the suburb.

Source: SQM Research

**TRACK DOWN THE HIDDEN GEMS
OF PRAHRAN & WINDSOR IN A
VIBRANT, TANTALISING NETWORK
OF BACKSTREETS & LANEWAYS**

**HUNT OUT CURIOSITIES
& COLLECTIBLES IN SECRET
CORNERS & TINY NICHES TUCKED
BEHIND SANDWICH SHOPS
& DUMPLING RESTAURANTS**

HUNTER

ALBERT PARK

WESLEY
COLLEGE

ST KILDA
ROAD

ALFRED
HOSPITAL

FAWKNER
PARK

CBD

ROYAL BOTANIC
GARDENS

GREVILLE
STREET

CHAPEL
STREET

MCG



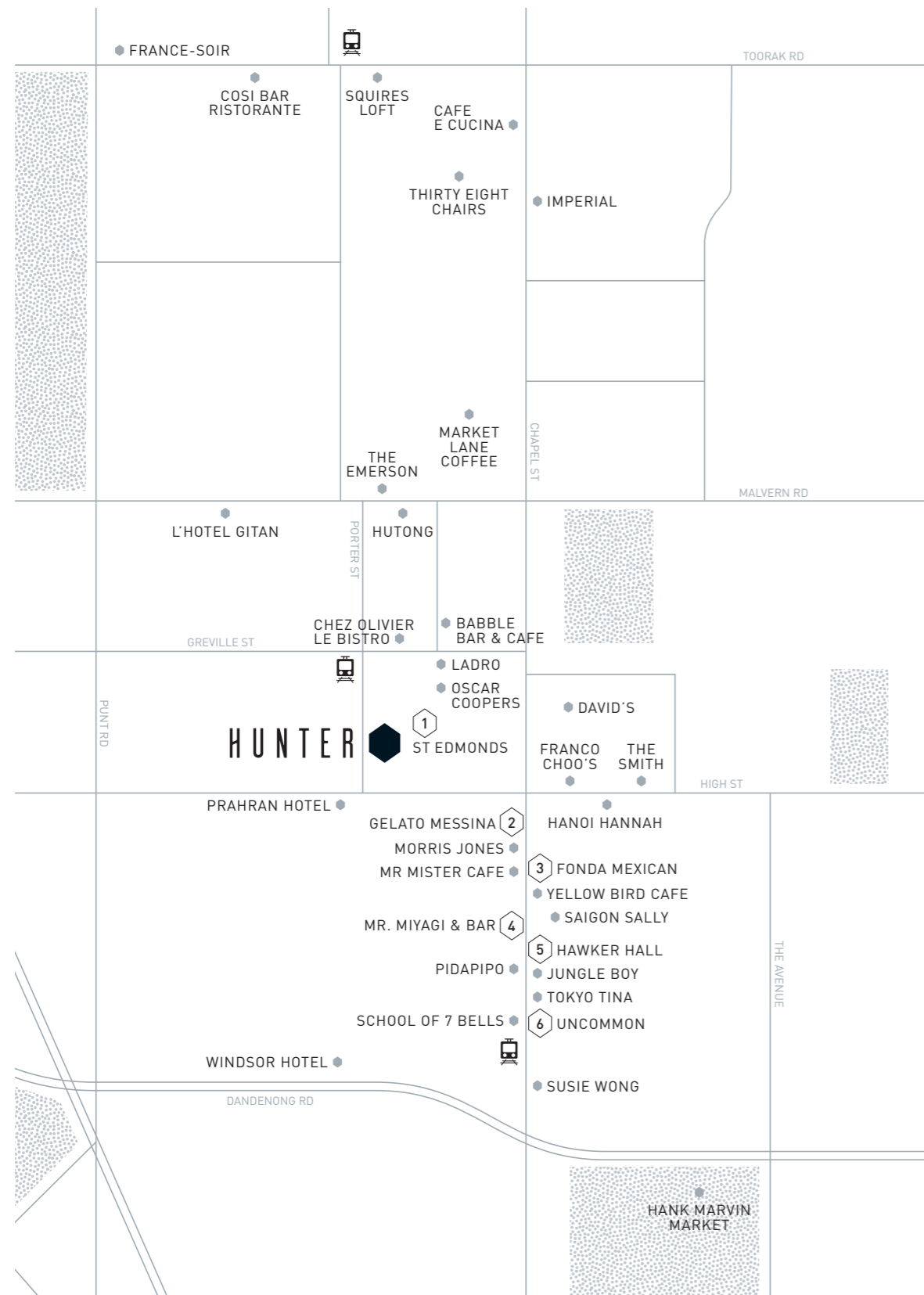




THE HUNTER NEIGHBOURHOOD

RESTAURANTS, CAFES & BARS

DAY & NIGHT, FOLLOW THE TRAIL FROM YOUR DOOR TO HUNDREDS OF FANTASTIC PLACES TO EAT, DRINK & BE MERRY



From the oh-so-enticing aroma of freshly roasted coffee in the morning to the buzz and bubble of a cool laneway nightspot, Prahran offers a multitude of delectable discoveries for you to track down and claim as your own. Prowl down Greville Street and take your pick from a herd of eclectic eateries or dive into the Chapel Street hubbub and start assembling a list of favourites from an extraordinary array of sophisticated and culturally diverse dining options. Start a night out, or finish it, at dozens of cool bars, from the relaxed casual to the more upbeat and glamorous.



1 ST EDMONDS



2 GELATO MESSINA



3 FONDA MEXICAN



4 MR. MIYAGI & BAR



5 HAWKER HALL



6 UNCOMMON

THE HUNTER NEIGHBOURHOOD

EVERYTHING AT YOUR FINGERTIPS

MELBOURNE'S BEST RETAIL PRECINCT BAR NONE OFFERS
SUMPTUOUS PICKINGS FOR THE TRAINED SHOPPER



1 THE COOL HUNTER STORE



2 THIRD DRAWER DOWN



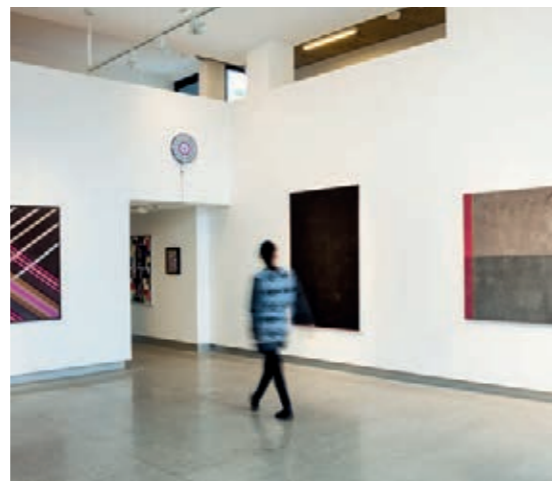
3 THE BEARDED MAN



4 BROMLEY & CO

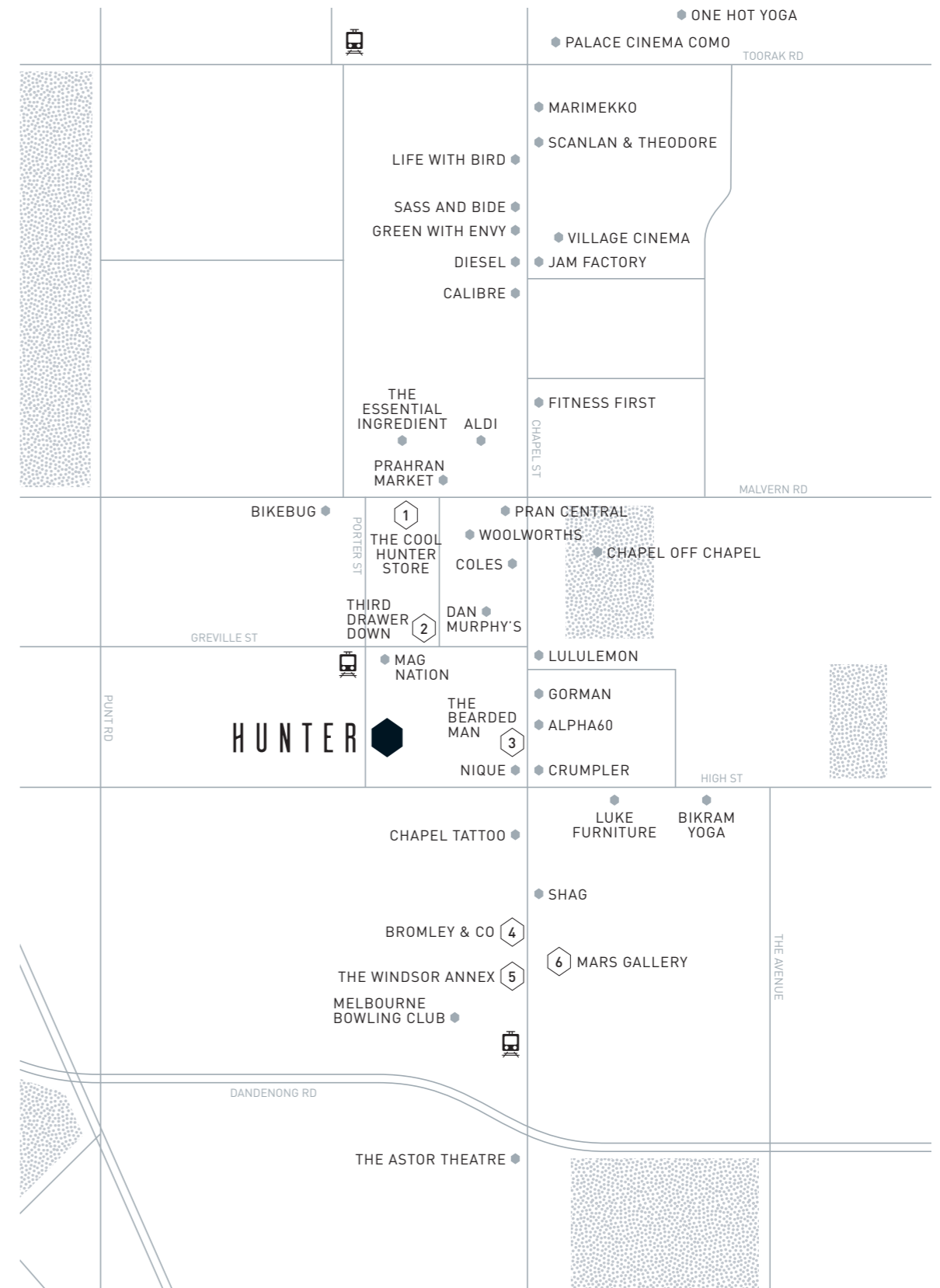


5 THE WINDSOR ANNEX



6 MARS GALLERY

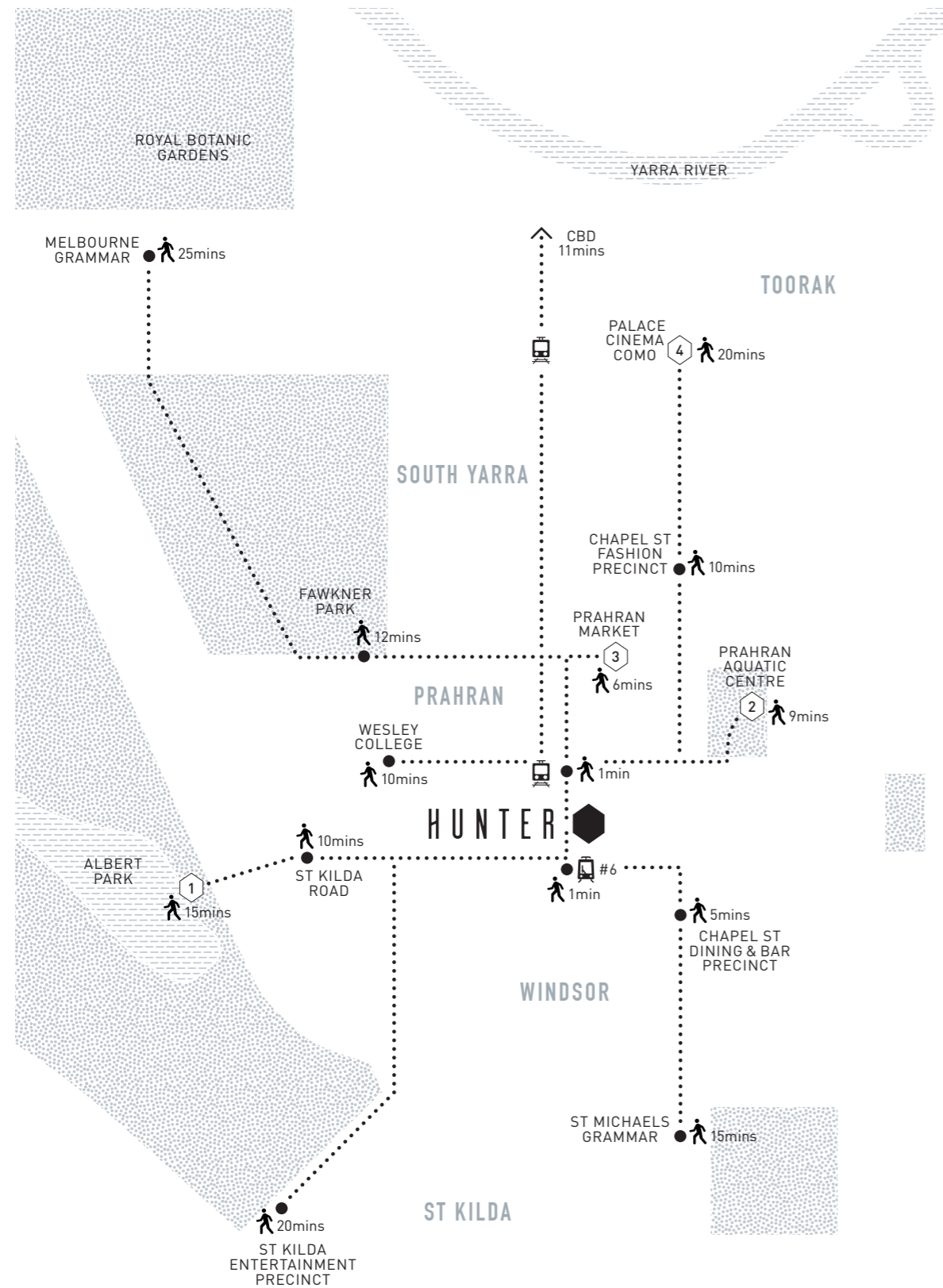
Welcome to shopping paradise — and warning, you're going to have to ration yourself, because the streets outside your door are teeming with incredible boutiques, bookstores, bazaars and body-art Boticellis. From Greville Street's chic fashion, jewellery and art outlets to the glam international brands and uber-hip local designers of Chapel Street, Prahran is just bursting with high end, niche shops — as well as plenty of daily essentials in supermarkets, specialty grocers, liquor stores and the legendary Prahran Market.



TAKE YOUR PICK OF MELBOURNE'S BEST

WITHIN EASY REACH

EXPERIENCE EXCEPTIONAL LIFESTYLE QUALITY & CONVENIENCE THAT CANNOT BE MATCHED ANYWHERE ELSE



Just 4km from the Melbourne CBD, Hunter offers outstanding proximity to a wide range of local amenity, as well as incomparable access to the city's landmark attractions. Enjoy easy walking distance to Chapel Street, the Prahran Aquatic Centre and a selection of Melbourne's finest schools. Take advantage of the beautiful surroundings and spectacular outdoor facilities of nearby Fawkner Park, Albert Park Lake and the Royal Melbourne Botanic Gardens. With Prahran Railway Station right outside and trams running in all directions, take your pick of the city's best.



1 ALBERT PARK



2 PRAHRAN AQUATIC CENTRE



3 PRAHRAN MARKET



4 PALACE CINEMA COMO

EVER INDEPENDENT

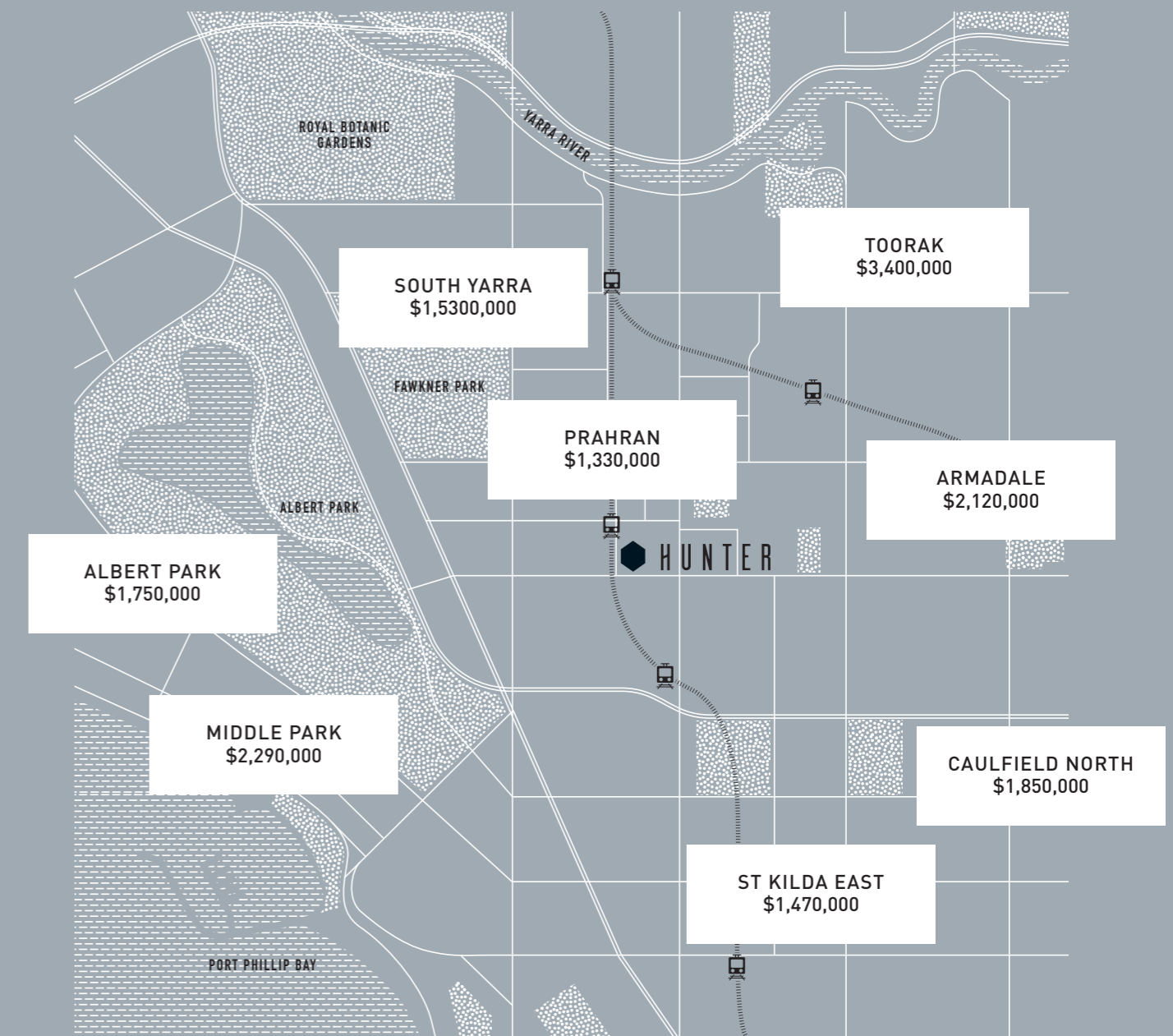


HUNTER OVERVIEW

With excellent restaurants, cafes, markets, entertainment & public transport, Prahran ticks every lifestyle amenity box. Delivering enormous appeal to a wide demographic range, its investment potential offers security, value and growth.

AFFORDABILITY

Prahran sits within some of the most expensive areas of Melbourne with surrounding suburbs having some of the highest median house prices in Victoria.



Source: realestate.com.au

INTRODUCING HUNTER

DESIGNED BY THE AWARD-
WINNING BG ARCHITECTURE,
HUNTER PRESENTS A UNIQUE,
SIGNATURE EXPRESSION
OF BESPOKE APARTMENT
LIVING THAT PAYS HOMAGE
TO THE ENDURING
AESTHETICS OF PRAHRAN'S
INDUSTRIAL HERITAGE

Strikingly situated in the emerging high density character of Porter Street, Hunter extends in three distinct sections through to Percy Place at the rear. A four level podium at the front is expressed as a floating box articulated with an asymmetrical grid of concrete beams and columns. Retractable louvered screens provide protection against the western sun and present a mobile facade that alters appearance throughout the day. With the majority of residences facing north, apartments maximise opportunities for natural light and take advantage of expansive city views on the upper levels.



PORTER ST FACADE — ARTIST IMPRESSION







Practical in use, sophisticated in design, Hunter's stunning, luxury interiors exude warmth and the ambience of natural light. With liveability as a key focus, spaces have been designed for activity to flow easily and intuitively. Extended island benches provide zones for families to eat together. Kitchens feature exceptional European appliances and superb finishes with a designer edge. Perforated metal in overhead joinery and bathroom vanity mirrors creates a wonderful play on light and gestures to the industrial history of the area.









HUNTER ROOFTOP

RELAX ON TOP OF THE WORLD IN AN EXCEPTIONAL
OUTDOOR SPACE PERFECT FOR ENTERTAINING WITH
EXTRAORDINARY VIEWS OF THE CITY SKYLINE

Whether you are stopping by at the end of the day, working from home, or gathering friends over on the weekend, Hunter's spectacular rooftop invites you to relax in style, while gazing out to breathtaking views of the nearby Melbourne CBD. Beautifully landscaped and appointed, Hunter's rooftop provides the ideal location for a Saturday get-together at the fully equipped outdoor kitchen, or after-work drinks at the terrace bar. Take a book or your morning coffee out and curl up on the sumptuous day beds. Organise a celebratory feast in stunning dining facilities.





Tools

HAAP

ELWOOD

The Monocle Guide to Better Living

FREDERICKS & MAE

The Custom Road Bike

SALE UP TO 50% OFF

SALE UP TO 50% OFF

THE TEAM

ITUM — DEVELOPER

ITUM is a highly experienced Melbourne-based property development company, specialising in luxury residential projects that combine distinctive architecture with high performance locations. Dedicated to converting innovative concepts to reality, the ITUM team of multi-skilled professionals responds to genuine social needs and trends, creating diverse housing solutions, with a focus on new and sustainable technologies.

BG ARCHITECTURE — ARCHITECT

BG Architecture is an award winning, design focused practice with an extensive portfolio in all facets of residential and commercial architecture. Donna Brzezinski and Adam Grundmann teamed up in 2000 with a combined experience in architecture and interior design and are now well recognised and regarded in the industry for their high quality and creative multi-residential and one off luxury dwelling designs. With a passionate architectural team of diverse talents and disciplines, BG Architecture's collaborative workspace has fostered an adaptable design culture that is now evident in the highly successful resolution in their built work throughout Australia and overseas.

360 PROPERTY GROUP — PROJECT SALES

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 15,000 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.



Previous projects — 1. Balaclava House (BG); 2. Orama Apartments Port Melbourne (BG); 3. Eden Apartments, Toorak (BG); 4. Hawthorn Black, Hawthorn East (ITUM); 5. The Walker, South Melbourne (ITUM)

HUNTER

PRAHRAN

14—18 PORTER STREET PRAHRAN
VICTORIA 3181 AUSTRALIA

HUNTERPRAHRAN.COM.AU

DISPLAY SUITE
PERCY PLACE PRAHRAN
VICTORIA 3181 AUSTRALIA



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