



A L L U R E

THE MARK OF
EXCEPTIONAL DESIGN

EMBLEM

ALLURE

ADDRESS

236 KING STREET EAST

STOREYS

43

UNITS

509

AMENITIES

- 24-HOUR, 7-DAY-A-WEEK CONCIERGE
- LOBBY LOUNGE
- SAUNA
- STEAM ROOM
- PERSONAL MASSAGE ROOM
- STATE-OF-THE-ART FITNESS CENTRE
- OUTDOOR FITNESS AND YOGA AREA
- CYCLE STUDIO
- SOCIAL LOUNGE WITH PRIVATE DINING
- PRIVATE SCREENING LOUNGE
- INDOOR/OUTDOOR COWORKING LOUNGE
- INDOOR/OUTDOOR CHILDREN'S PLAY AREAS
- TERRACE WITH PRIVATE DINING AND BBQS
- ROLLS-ROYCE CHAUFFEUR SERVICE



Illustrations are artist's concept only. Actual may vary. E. & O.E.

WHY ALLURE?

A LIVING EXPERIENCE THAT OFFERS A BLEND OF OPULENCE AND COMFORT LIKE NO OTHER. FROM ITS PRIME LOCATION TO ITS WORLD-CLASS AMENITIES, EVERY ASPECT OF ALLURE HAS BEEN DESIGNED TO CATER TO THE DISCERNING NEEDS OF THE MODERN URBAN CITIZEN.

01

THE DEVELOPER
AWARD-WINNING
BUILDER

EMBLEM is an investment driven organization focused on building high-quality communities across the GTA. As the BILD award winner for the Best Suite Design, our approach of crafting timeless homes remains a priority.



02

LOCATION
THERE IS NO
SUBSTITUTE FOR
DOWNTOWN TORONTO

Rivalling other major global metropolitan centres such as New York and London, ALLURE's prime location places you right at the centre of the city's incredible next wave of growth.



03

EDUCATION
THE BEST AND
BRIGHTEST

Near Toronto's thriving academic community and Canada's best colleges and universities. From George Brown to Toronto Metropolitan University, OCAD to the University of Toronto and more.



04

WORLD-CLASS AMENITIES
HOTEL-INSPIRED
LIVING

Crafted by global designer Burdifilek. Exclusive Rolls-Royce chauffeur, 24-hour concierge, sauna, steam room, personal massage room, indoor and outdoor fitness areas, private screening room and more.



05

TRANSIT
PERFECT 100
TRANSIT SCORE

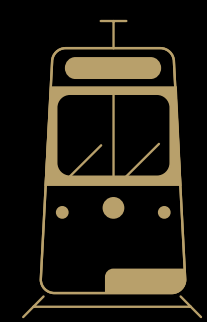
The city at your doorstep. All scores are near perfect. Here, major highways, the TTC, and future Ontario Line are steps away from your doorstep. Enjoy a short walk to work in the Financial District or patio beverage in the Distillery District.



LIMITLESS CONNECTIVITY

WITH THE STREETCAR ONLY A MINUTE AWAY, RESIDENTS WILL ENJOY UNPARALLELED ACCESS TO THE CITY'S TRANSIT SYSTEM, MAJOR TRANSIT HUBS AND, SOON, TORONTO'S ONTARIO LINE – SET TO BE THE CITY'S MAIN EAST-WEST CONNECTION. AT ALLURE, EVERYWHERE IS WITHIN REACH.

- ONTARIO LINE TO BE COMPLETED 2031
- ONTARIO LINE: \$17-\$19 BILLION COST



100 TRANSIT SCORE

6 MINS

TO
FINANCIAL
DISTRICT

12 MINS

TO
UNION
STATION



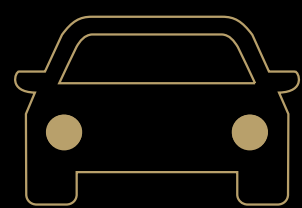
100 WALK SCORE

5 MINS

TO
FUTURE
CORKTOWN
STATION

10 MINS

TO
KING
STATION



CLOSE TO HIGHWAYS

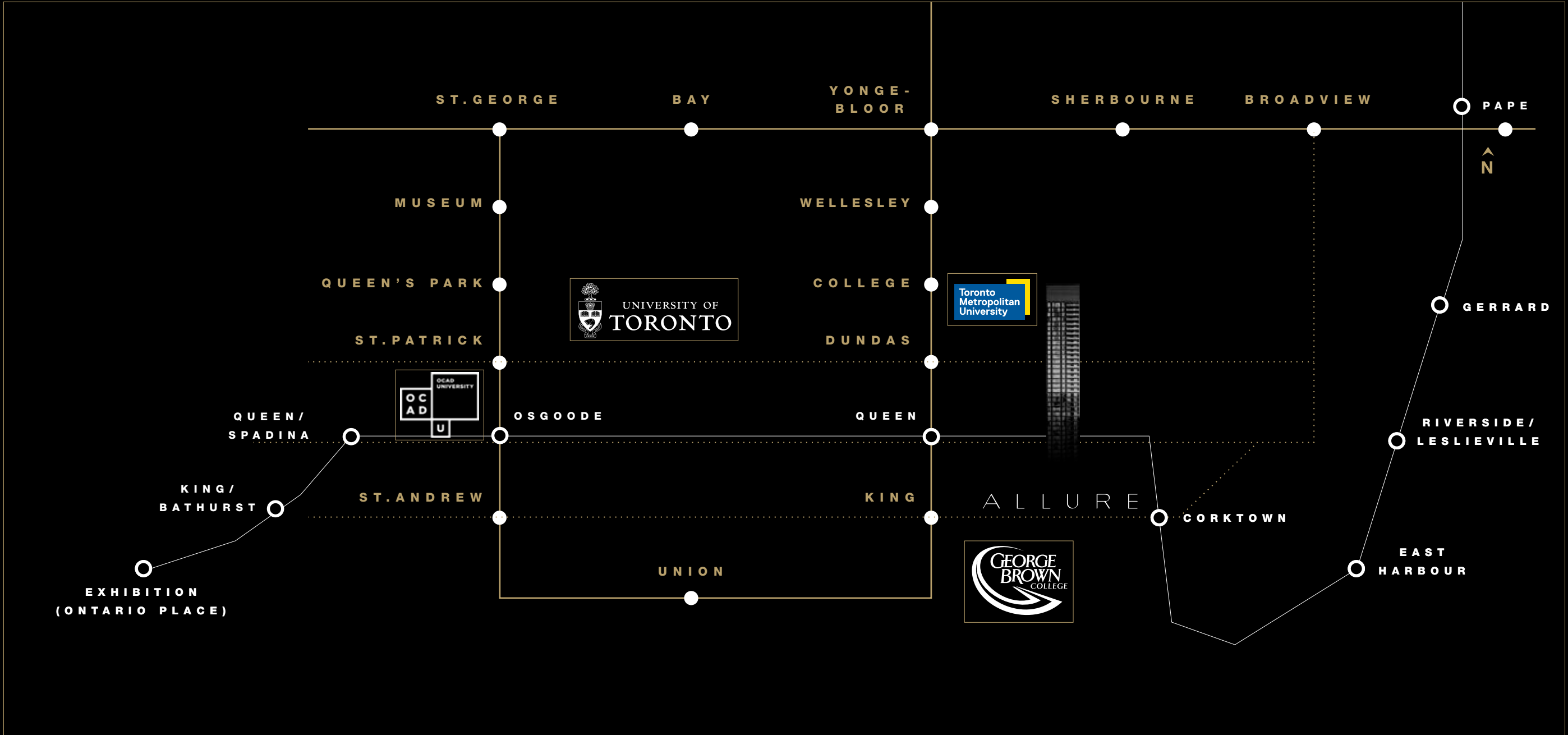
3 MINS



TO DVP
(DON VALLEY
PARKWAY)

3 MINS

TO
GARDINER
EXPRESSWAY

FUTURE CONNECTIVITY



- TTC SUBWAY 
- TTC STREETCAR ROUTES 
- METROLINX ONTARIO SUBWAY (COMING SOON) 

EAST HARBOUR

STOPS AWAY


2

WORKERS

70K

ACRES

60



PORT LANDS

STOPS AWAY
🚶

2

GOVERNMENT
BUDGET

\$1.2B+

ACRES

715



ONTARIO LINE

MINUTES AWAY

4

GOVERNMENT
BUDGET

\$19B

ESTIMATED
COMPLETION

2031



SOURCE: GLOBAL NEWS

A RARE OPPORTUNITY IN DOWNTOWN TORONTO

- TORONTO IS RANKED #8 BEST PLACE TO LIVE IN THE WORLD BY FORBES.¹
- TORONTO'S POPULATION WAS THE FASTEST GROWING IN NORTH AMERICA IN 2019, AND SECOND IN 2020.² POPULATION GROWTH IS ON TRACK TO REACH NEW RECORDS DRIVEN BY RECORD IMMIGRATION TARGETS.
- POPULATION IS BEING MET BY STRONG EMPLOYMENT GROWTH IN HIGH-EARNING INDUSTRIES. TORONTO IS NOW THE THIRD LARGEST TECHNOLOGY EMPLOYMENT HUB IN NORTH AMERICA, WITH MORE TECH EMPLOYMENT THAN CHICAGO, LOS ANGELES, SEATTLE AND WASHINGTON.³

1. Forbes. 2. The Centre for Urban Research and U.S. Census Bureau. 3. New York Times

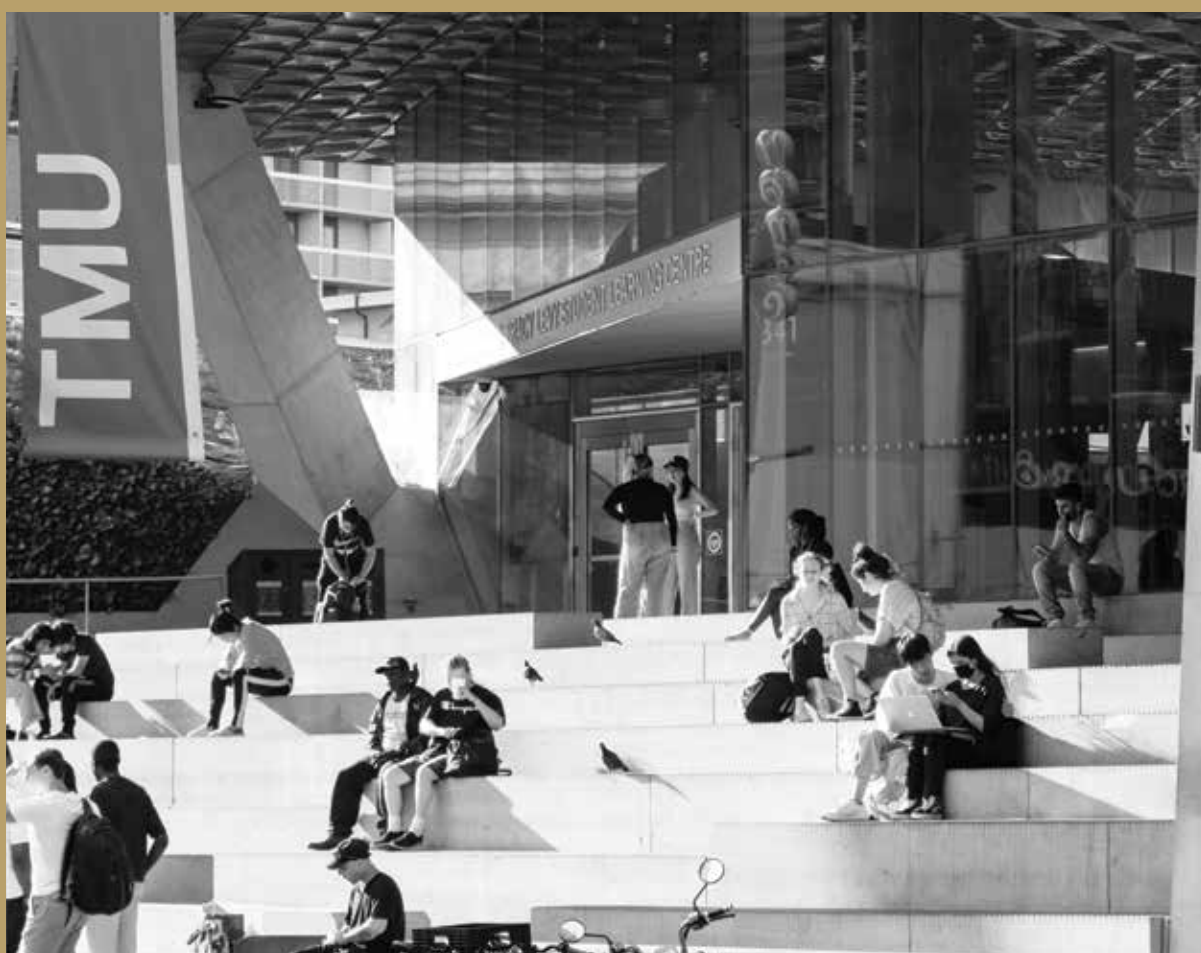




WORLD CLASS EDUCATION

UNIVERSITY OF TORONTO

97,678 STUDENTS
2022-2023



TORONTO METROPOLITAN UNIVERSITY
(FORMERLY KNOWN AS RYERSON)

46,462 STUDENTS
2022-2023

THE CITY BEFORE YOU



- | | | | | | |
|---------------------------------------|-----------------------------------|-----------------------------|---|----------------------------|--|
| DINING | 13 WOODS RESTAURANT AND BAR | CAFÉS & BAKERIES | 32 MERIDIAN HALL | WELLNESS | SCHOOLS |
| 01 LOUX LOUIS | 14 HY'S STEAKHOUSE & COCKTAIL BAR | 22 BALZAC'S COFFEE | 33 ST. LAWRENCE CENTRE FOR ARTS (COMING SOON) | 43 SWEAT AND TONIC | 52 GEORGE BROWN COLLEGE |
| 02 AGAINST THE GRAIN | 15 LEÑA RESTAURANTE | 23 SWEETIE PIE | | 44 F45 | 53 TORONTO METROPOLITAN UNIVERSITY (RYERSON) |
| 03 EL CATRIN DESTILERIA | 16 TERRONI | 24 BRICK STREET BAKERY | SHOPPING | 45 BODY BLITZ SPA | 54 UNIVERSITY OF TORONTO |
| 04 PURE SPIRITS OYSTER BAR | 17 BARBERIAN'S STEAK HOUSE | 25 NEO COFFEE BAR | 34 EATON CENTRE | 46 BODY + SOUL FITNESS | 55 ONTARIO COLLEGE OF ART & DESIGN |
| 05 WILDLY DELICIOUS AT THE DISTILLERY | 18 ARDO | 26 VERSUS COFFEE | 35 THE MARKET BY LONGO'S | 47 EQUINOX | |
| 06 SAKS FOOD HALL BY PUSATERI'S | 19 GUSTO 501 | 27 ROOSTER COFFEE | 36 ST. LAWRENCE MARKET | ATTRACTIONS | PARKS |
| 07 CAFÉ ORO DI NAPOLI | DRINKS/PUBS | ENTERTAINMENT | 37 WINNERS | 48 THE DISTILLERY DISTRICT | 56 ST. JAMES PARK |
| 08 SUD FORNO | 20 SPIRITHOUSE TORONTO | 28 MASSEY HALL | 38 LCBO | 49 GOODERHAM BUILDING | 57 SCULPTURE GARDENS |
| 09 CARISMA | 21 THE CARBON BAR | 29 SCOTIABANK ARENA | 39 KLAUS | 50 NATHAN PHILLIPS SQUARE | 58 ALLAN GARDENS |
| 10 CHOTTO MATTE | | 30 CINEPLEX CINEMAS | 40 ROVE CONCEPT | 51 YONGE-DUNDAS SQUARE | 59 BERCHY PARK |
| 11 HENDRIKS RESTAURANT | | YONGE-DUNDAS AND VIP | 41 NICHOLAS METIVIER ART GALLERY | | 60 DAVID CROMBIE PARK |
| 12 MOTORINO CITTA | | 31 CAA ED MIRVISH THEATRE | 42 EQ3 | | 61 SUGAR BEACH |

THE BUILDING

ALLURE



YOUR ROLLS-ROYCE
CHAUFFEUR AWAITS

TRAFFIC AND PARKING ARE NO LONGER A CONCERN FOR YOU AS YOU ARE BEING CHAUFFEURED IN THE **ALLURE** ROLLS-ROYCE. BE FURTHER INSPIRED AS YOU THINK CLEARLY WHILE SURROUNDED BY HAND-FINISHED MATERIALS. WHILE SOME IMPRESS OTHERS, YOU IMPRESS YOURSELF AS YOU ARRIVE AT YOUR DESTINATION. SCHEDULE WITH EASE, THEN PUT YOUR FEET UP. NEVER FEELING ORDINARY, EVERY TRIP IS AN EXPERIENCE IN THE **ALLURE** ROLLS-ROYCE.

IN PARTNERSHIP WITH:



GRAND TOURING
AUTOMOBILES



AMENITY
GROUND LEVEL



01 24 HOUR CONCIERGE

02 LOBBY LOUNGE (INCL. WATER FEATURE)

AMENITY
LEVEL TWO



01 OUTDOOR LOUNGE/
DINING (INC. BBQS)

02 SOCIAL LOUNGE

03 SCREENING ROOM

04 CHILDREN'S
PLAYROOM

05 CHILDREN'S
PLAYROOM TERRACE

06 STEAM, SAUNA,
MASSAGE AND
CHANGE ROOMS

AMENITY
LEVEL FOUR



01 COWORKING LOUNGE I

02 COWORKING LOUNGE II

03 OUTDOOR COWORKING LOUNGE

04 OUTDOOR SCULPTURE

AMENITY
LEVEL EIGHT



01 OUTDOOR YOGA AREA

02 OUTDOOR GYM/ TRAINING AREA

03 GYM

04 CYCLE STUDIO

24 HOUR CONCIERGE

NO MATTER YOUR NEED OR QUESTION, **ALLURE**'S 24 HOUR
CONCIERGE IS ON STANDBY TO ENSURE YOUR DAY-TO-
DAY OPERATES AT YOUR STANDARDS.



Illustrations are artist's concept only. Actual may vary. E. & O.E.

HEALTH SPA

DESIGNED TO BECOME PART OF HOW YOU LIVE. NATURAL
MATERIALS MOVE YOU TO TRANQUILITY THROUGH SIGHT
AND TOUCH.



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SAUNA

COMPLETE WITH A SAUNA, STEAM ROOM AND PERSONAL
MASSAGE ROOM, THE HEALTH SPA WAS DESIGNED AS A
PRIORITY AND NOT AN AFTERTHOUGHT.



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FITNESS

BRIGHT, AIRY AND FINISHED AT THE HIGHEST STANDARDS,
ALLURE OFFERS RESIDENTS INDOOR AND OUTDOOR FITNESS
IN ADDITION TO A PRIVATE WHITE OAK YOGA STUDIO.



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CYCLE

WARMED BY COVE LIGHTING, **ALLURE**'S ELEGANT CYCLE
STUDIO ACCOMMODATES SOLO RIDERS AND GROUPS.



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LIVE

ONLY THE FINEST MATERIALS ARE USED TO CREATE ENVIRONMENTS THAT YOU DESIRE DAILY. THE WELCOMING ATMOSPHERE AND AMPLE SPACE OF THE SOCIAL LOUNGE ACCOMMODATE ALL EVENTS, FROM FAMILY GET-TOGETHERS TO ELEGANT COCKTAIL HOURS.



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DINING

THE EMBODIMENT OF REFINED ELEGANCE, **ALLURE** SETS THE STAGE FOR DINNER PARTIES THAT FRIENDS AND COLLEAGUES WILL SEEK - MAKING YOURS THE HIGHLY-SOUGHT INVITE.



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UNPARALLELED DESIGN

HOST PRIVATE THEATRE NIGHTS IN YOUR SCREENING
LOUNGE, PROVIDING TECHNOLOGY AND DESIGN THAT WILL
LEAVE A LASTING IMPRESSION.



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LOBBY LOUNGE

THE CONFIDENT, VOLUMETRIC DESIGN OF THE LOBBY LOUNGE BALANCES BOLD ARCHITECTURAL LINES ALONGSIDE COMMISSIONED SCULPTURES WITH SOOTHING NATURAL MATERIALS, ALL SURROUNDED BY WATER. A MASTERPIECE.



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COWORKING LOUNGE I

EVERY ELEMENT OF THE COWORKING LOUNGE HAS BEEN METICULOUSLY CHOSEN TO ESTABLISH A SOPHISTICATED ENVIRONMENT THAT ENCOURAGES COLLABORATION AND CREATIVITY.



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COWORKING LOUNGE II

FROM SPIRITED DISCOURSE TO INDIVIDUAL PROJECT
PLANNING, **ALLURE**'S BRIGHT COWORKING LOUNGE OFFERS
PERFECT SCENERY WHEN WORKING FROM HOME.



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CHILDREN'S PLAYROOM

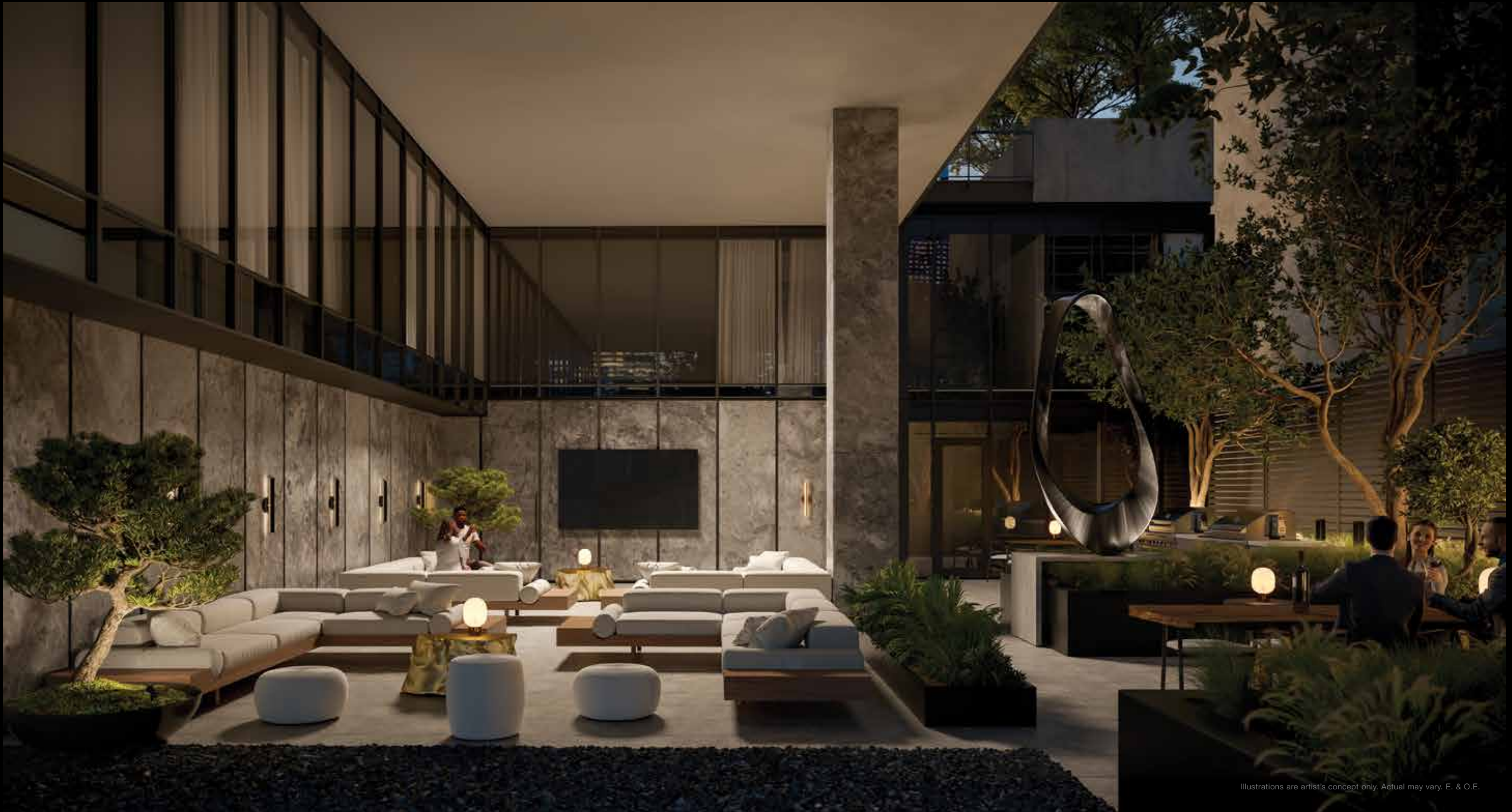
INSPIRED BY ACTIVITY AND DRIVEN BY IMAGINATION, THE CHILDREN'S PLAYROOM IS WHERE KIDS' SPIRITS COME ALIVE TO PLAY, LEARN AND GROW.



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ENCHANTED TERRACE

NATURE'S UNBRIDLED ENERGY MEETS **ALLURE**'S REFINED CRAFTSMANSHIP. THE ENCHANTED TERRACE HAS SCALE AND IS OPEN YET PRIVATE.



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THE NUANCE OF MATERIALITY

AN EXERCISE IN PROPORTION, **ALLURE**'S REFINED SUITES OFFER A RANGE OF INTRICACIES AND ELEGANT FINISHES COMPOSED TO ENHANCE YOUR EXISTING DESIGN PREFERENCES.



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S M A R T L I V I N G

ALLURE OFFERS A SUITE OF INNOVATIVE SMART COMMUNITY FEATURES. ENJOY EXCEPTIONAL CONVENIENCE EVERY DAY WITH PREMIUM RESIDENT BENEFITS LIKE BUILDING AND SUITE ENTRANCE VIA YOUR PHONE WITH A DIGITAL KEY CARD, 1-WAY VIDEO FROM YOUR PHONE TO THE ENTRY SYSTEM FOR GUEST VERIFICATION, FACIAL RECOGNITION ENTRY AND MORE.

ALLURE

ARCHITECTURE
ARCADIS IBI GROUP

GLOBAL ARCHITECTURAL EXCELLENCE COMES TO TORONTO.

3,500 60
PEOPLE CITIES

ATLANTIS THE ROYAL – DUBAI, UAE
WALLER CREEK PROPERTIES – AUSTIN, TX
NITESH PLAZA – BENGALURU, INDIA

INTERIOR DESIGN
BURDIFILEK

GLOBAL LEADER IN LUXURY AND DESIGN WORKS
EXCLUSIVELY ON ALLURE SINCE ITS INCEPTION.

200+
INTERNATIONAL AWARDS

W HOTEL - ATLANTA
NEIMAN MARCUS – NEW YORK
HOLT RENFREW – TORONTO

EMBLEM

4,588 4,183,546
UNITS SQUARE FEET

\$3,557,624,319
VALUE

0
PROJECTS CANCELLED

WITHIN THE LAST 3 YEARS

11 02 06
The Nationals BILD Awards WE HBA Awards



EMBLEM