

**EMBLEM**

# THE MARK OF EXCEPTIONAL DESIGN

4,588 Units

4,183,546 Square Feet

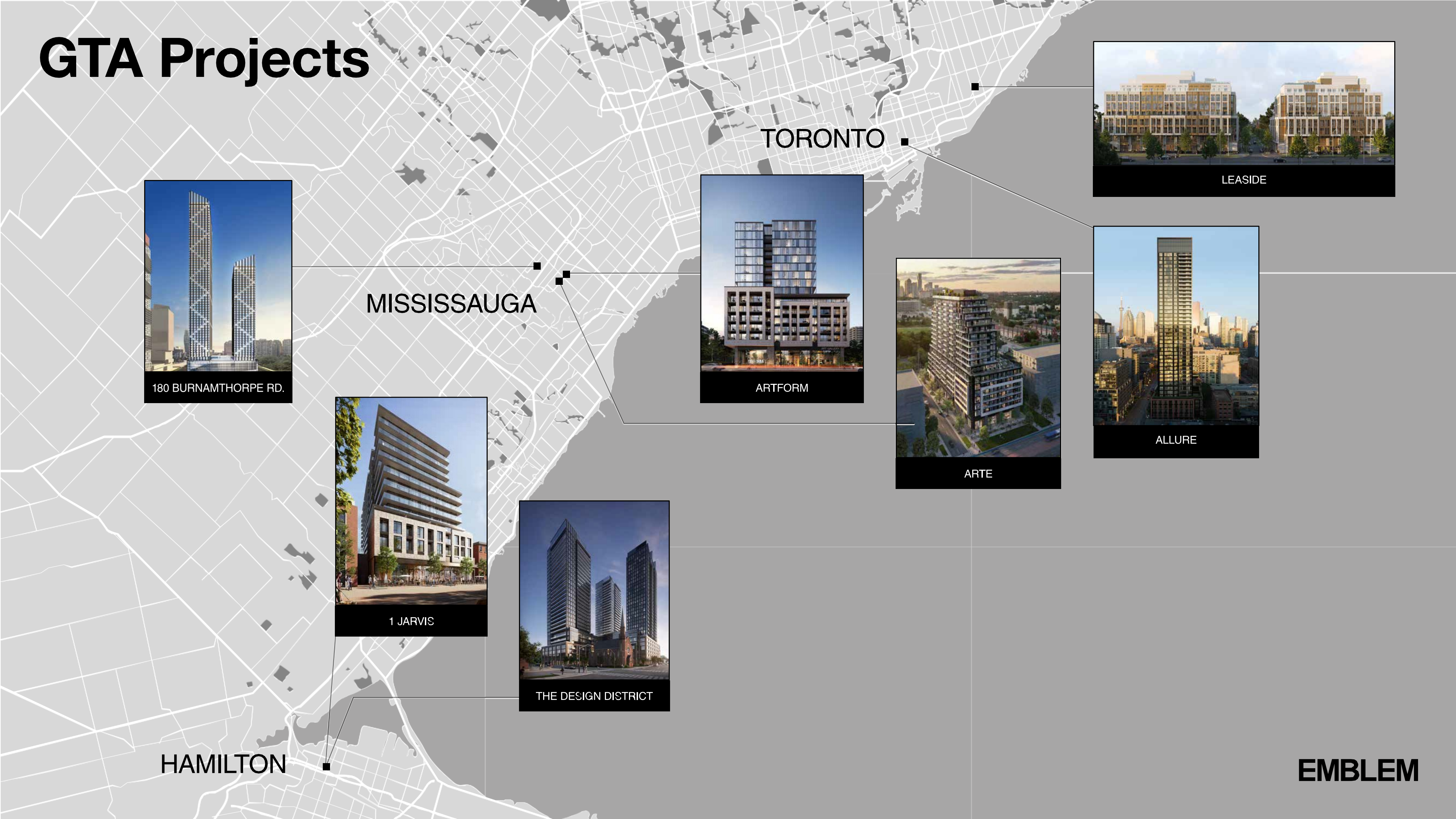
\$3,557,624,319 Value

0 Projects Cancelled

**EMBLEM**



# GTA Projects



180 BURNAMTHORPE RD.



1 JARVIS



THE DESIGN DISTRICT



ARTFORM



ARTE



ALLURE



LEASIDE

EMBLEM





A L L U R E



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# CONTEMPORARY SOPHISTICATION



EMBLEM



# WHY ALLURE

01

THE DEVELOPER

AWARD-WINNING  
BUILDER

Our team imagines living in your future home before we have even built it. Simplicity is luxury and timeless design – key ingredients to a home, and a successful investment.

02

LOCATION

250 KING STREET EAST,  
TORONTO

With King Street at their front door, residents are uniquely immersed in what makes Toronto a world-class city. This is a lifestyle that many only dream of, surrounded by the best culture, fashion, entertainment and cuisine.

03

EDUCATION

THE BEST AND  
BRIGHTEST

For anyone looking to be near Toronto’s thriving academic community, ALLURE’s prime location rises nearby from many local colleges and universities. From George Brown to Toronto Metropolitan University, OCAD to the University of Toronto and more.

04

BUILDING AMENITIES

WORLD-CLASS  
BUILDING AMENITIES

Discover a selection of amenities, including a Rolls Royce chauffeur, 24 hour concierge, sauna, steam room, personal massage room, indoor and outdoor fitness areas, private cycle studio, social lounge with a private dining area, dining lounge, private screening room, lobby lounge, coworking lounge, children’s playroom and terrace.

05

TRANSIT

PERFECT 100 TRANSIT

The city at your doorstep. All our scores are near perfect. Here, major highways, the future Ontario Line and TTC are close at hand, and the financial district and distillery district are walkable.



# LIMITLESS CONNECTIVITY

100 TRANSIT SCORE  
100 WALK SCORE

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



5 MINS  
TO FUTURE  
CORKTOWN



10 MINS  
TO KING  
STATION



6 MINS  
TO FINANCIAL  
DISTRICT



12 MINS  
TO UNION  
STATION

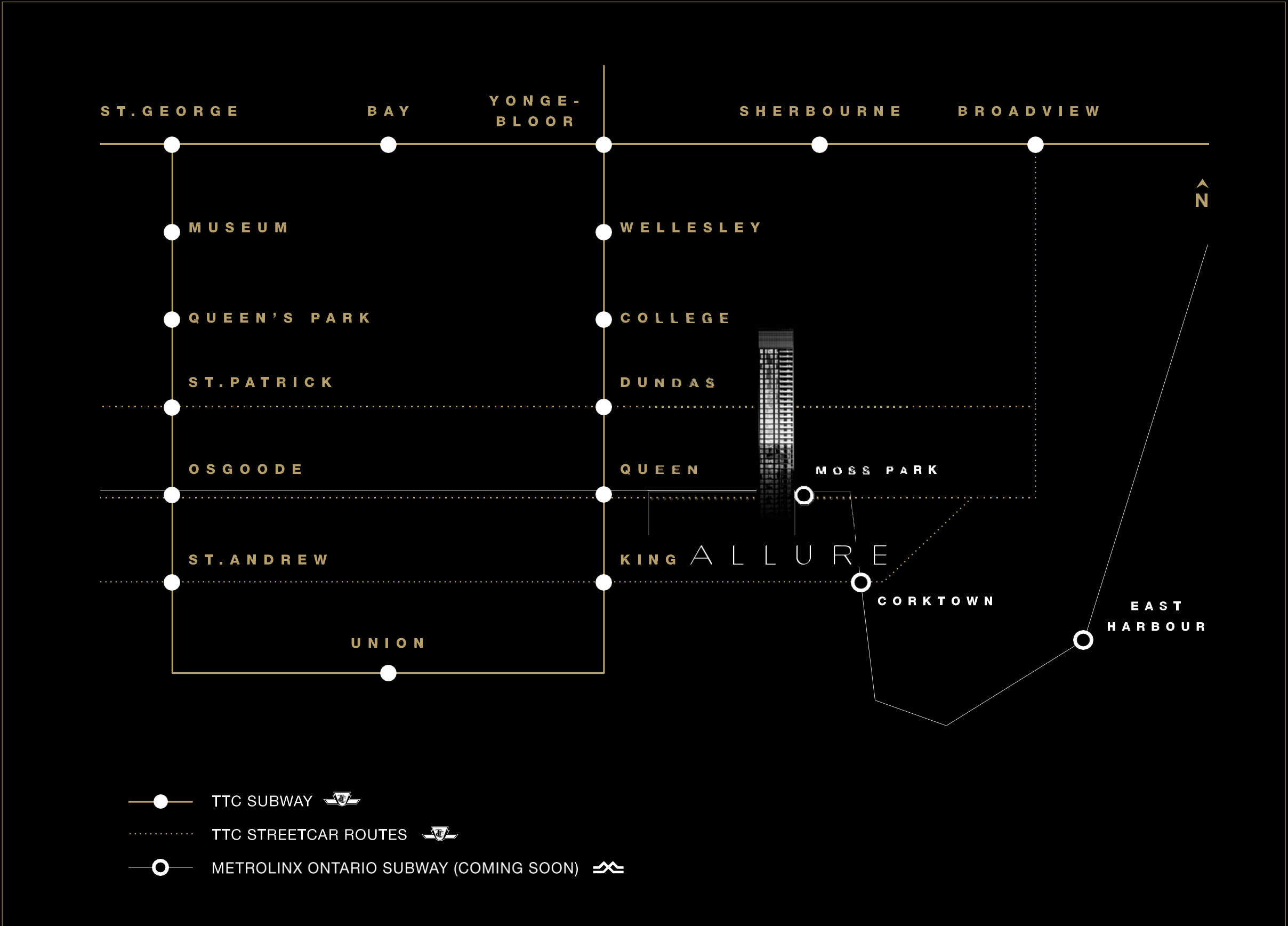


3 MINS  
TO DVP



3 MINS  
TO GARDINER  
EXPRESSWAY

4 MODES OF TRANSPORTATION





# WORLD CLASS EDUCATION



UNIVERSITY OF TORONTO  
97,066 STUDENTS 2021-2022



TORONTO METROPOLITAN UNIVERSITY (FORMERLY KNOWN AS RYERSON)  
46,000 STUDENTS 2021-2022

# EDUCATIONAL HUB

ALLURE IS A SHORT TRIP FROM SOME OF CANADA'S TOP EDUCATIONAL INSTITUTIONS, IDEALLY LOCATED FOR THE TENS OF THOUSANDS OF STUDENTS THAT COME TO TORONTO ANNUALLY.



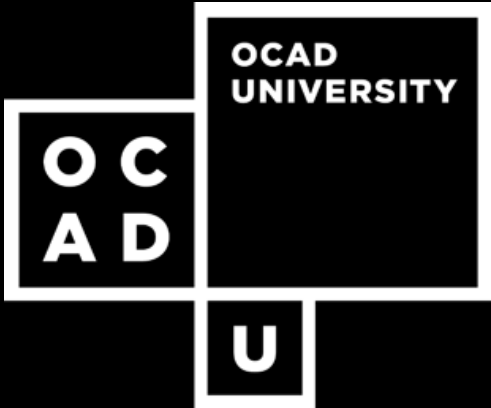
UNIVERSITY OF  
TORONTO



TORONTO METROPOLITAN  
UNIVERSITY (RYERSON)



THE DMZ (TORONTO  
METROPOLITAN UNIVERSITY)



OCAD (ONTARIO COLLEGE OF  
ART & DESIGN)



UNIVERSITÉ DE  
L'ONTARIO FRANÇAIS



GEORGE BROWN COLLEGE  
(LAKESHORE AND ST. JAMES CAMPUS)



# GET THE BEST OF TORONTO

ROGERS CENTRE



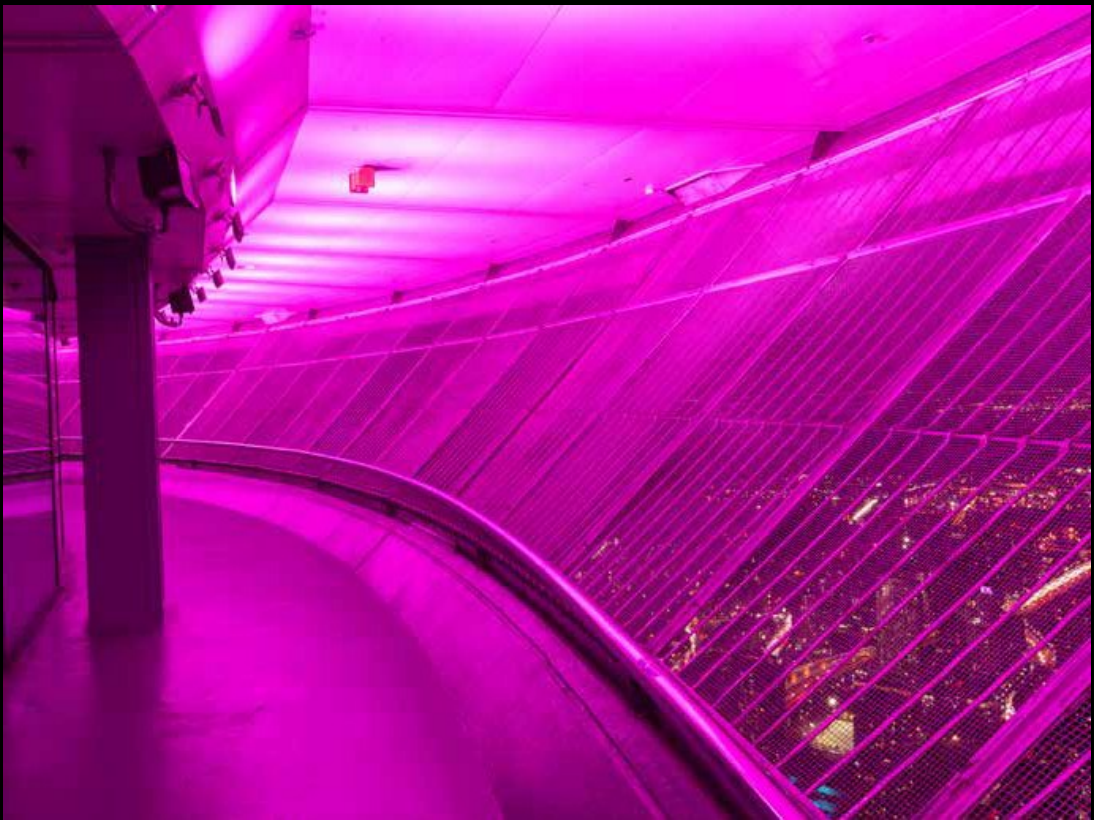
SCOTIABANK ARENA



EATON CENTRE



CN TOWER





ALLURE

# ALLURE

## ADDRESS

250 KING STREET EAST

## STOREYS

43 LEVELS

## UNITS

509 UNITS

## 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.

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# 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:

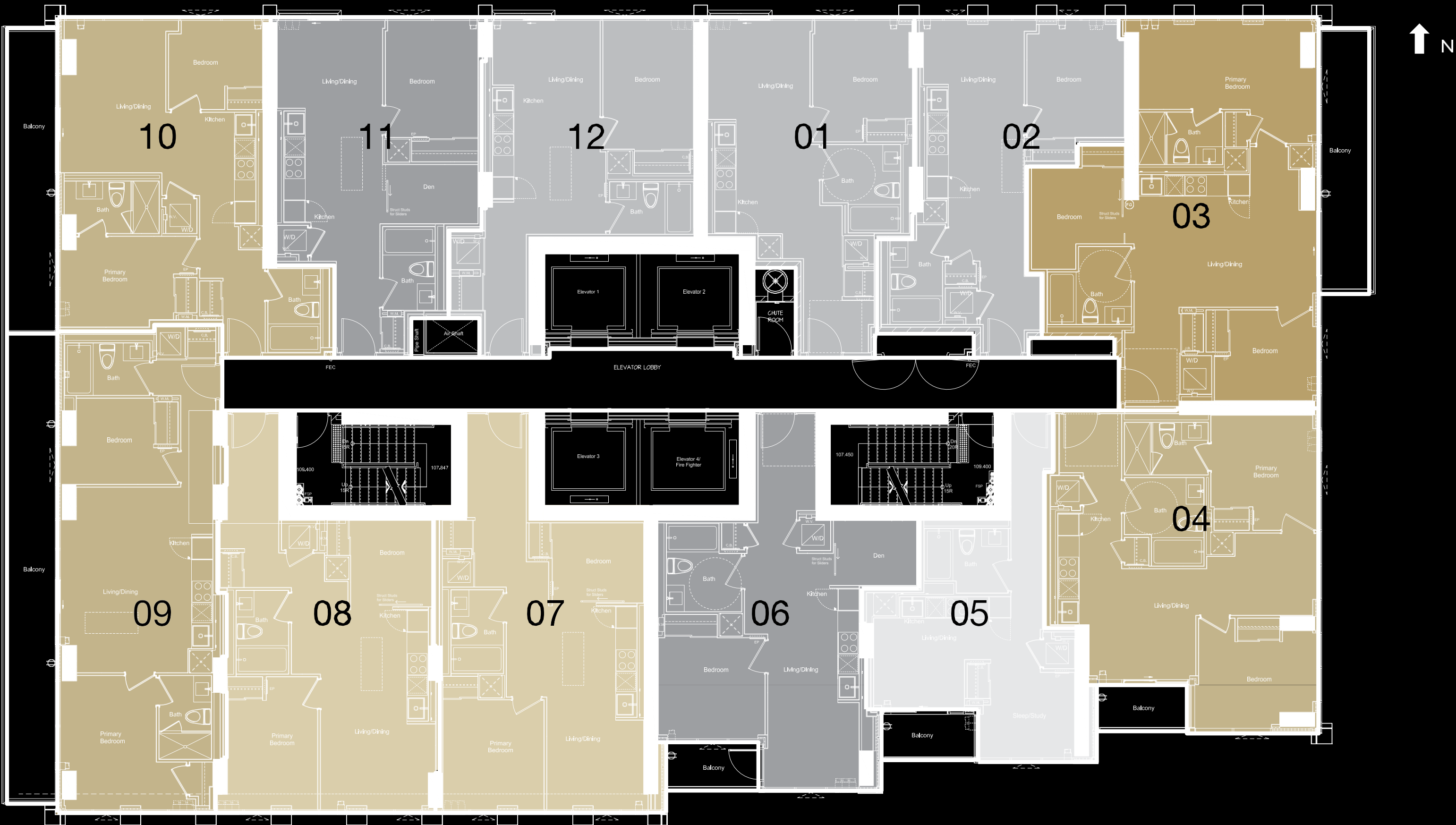


Additional fees and/or exclusions may apply.



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# TYPICAL UNIT KEYPLATE





# LOBBY LOUNGE



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# LOBBY LOUNGE



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# PRIVATE THEATRE



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# FITNESS ROOM



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# SOCIAL LOUNGE



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# COWORKING LOUNGE



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# TERRACE



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# CHILDREN'S PLAYROOM



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# INTERIOR SUITE



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# VIEWS FROM ALLURE

NORTH



EAST



WEST



SOUTH

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## THE BEST BUILDING

- HOTEL-INSPIRED LIVING
- EXCLUSIVE ROLLS-ROYCE AMENITY
- GLOBAL DESIGNER: BURDIFILEK

## THE BEST LOCATION

- TRANSIT
- CANADA'S FINACIAL DISTRICT
- CANADA'S BEST SCHOOLS

## THE BEST CITY

- #1 CITY WITH CRANES
- 3RD LARGEST CITY IN NORTH AMERICA
- THE LARGEST FINANCIAL HUB IN CANADA