



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 Burdiflek. 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

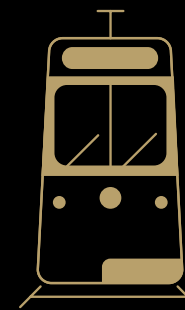
PERFECT 100  
TRANSIT SCORE

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.



## 100 TRANSIT SCORE

6 MINS  
TO  
FINANCIAL  
DISTRICT

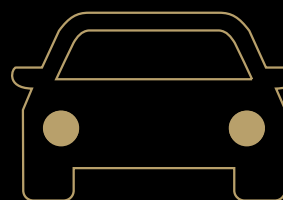
12 MINS  
TO  
UNION  
STATION



## 100 WALK SCORE

5 MINS  
TO  
FUTURE  
CORKTOWN  
STATION

10 MINS  
TO  
KING  
STATION



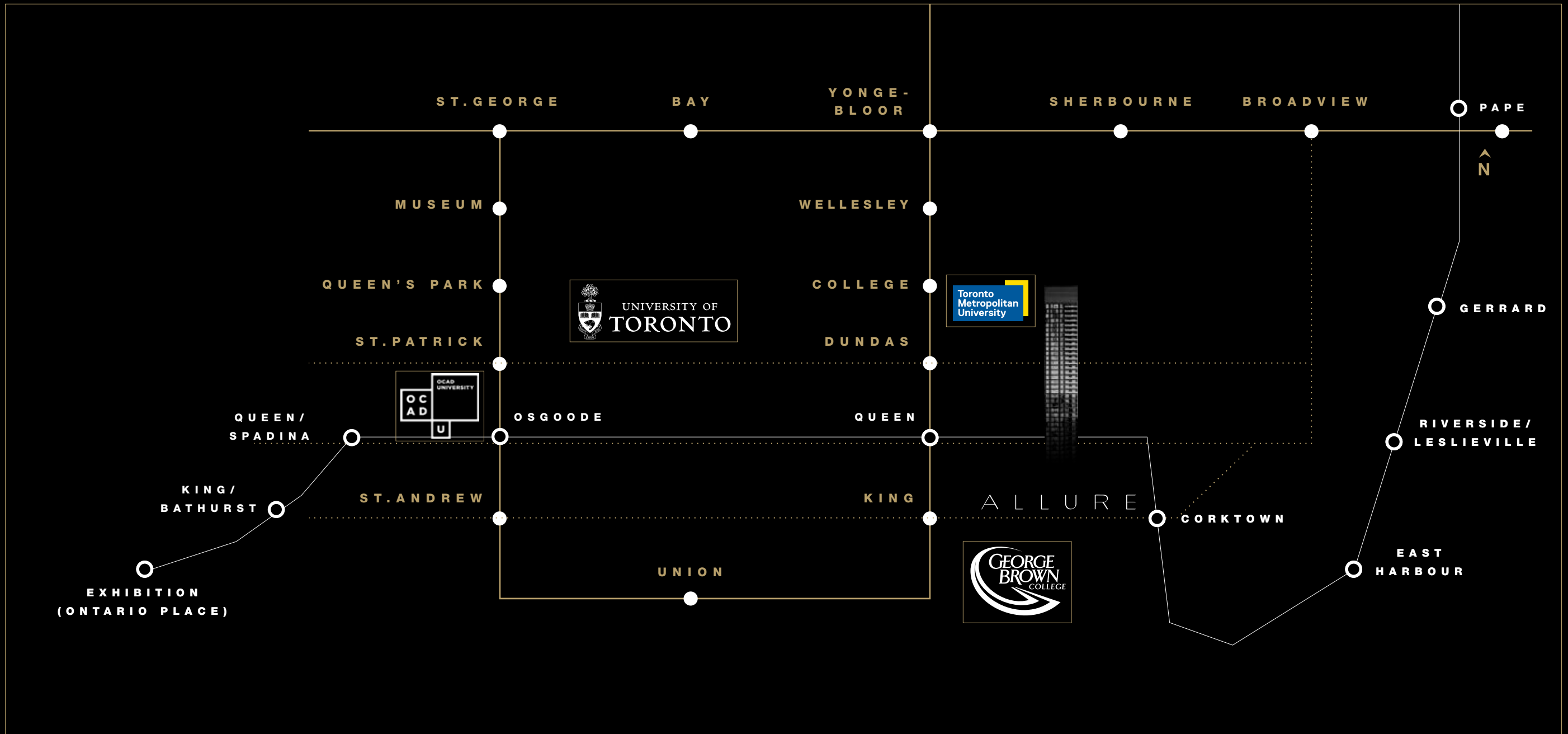
## CLOSE TO HIGHWAYS




3 MINS  
TO DVP  
(DON VALLEY  
PARKWAY)

3 MINS  
TO  
GARDINER  
EXPRESSWAY

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

# 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



# A RARE OPPORTUNITY IN DOWNTOWN TORONTO

- TORONTO IS RANKED #8 BEST PLACE TO LIVE IN THE WORLD BY FORBES.<sup>1</sup>
- TORONTO'S POPULATION WAS THE FASTEST GROWING IN NORTH AMERICA IN 2019, AND SECOND IN 2020.<sup>2</sup> 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.<sup>3</sup>

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

- 01 LOUX LOUIS
- 02 AGAINST THE GRAIN
- 03 EL CATRIN DESTILERIA
- 04 PURE SPIRITS OYSTER BAR
- 05 WILDLY DELICIOUS AT THE DISTILLERY
- 06 SAKS FOOD HALL BY PUSATERI'S
- 07 CAFÉ ORO DI NAPOLI
- 08 SUD FORNO
- 09 CARISMA
- 10 CHOTTO MATTE
- 11 HENDRIKS RESTAURANT
- 12 MOTORINO CITTA

## CAFÉS & BAKERIES

- 13 WOODS RESTAURANT AND BAR
- 14 HY'S STEAKHOUSE & COCKTAIL BAR
- 15 LEÑA RESTAURANTE
- 16 TERRONI
- 17 BARBERIAN'S STEAK HOUSE
- 18 ARDO
- 19 GUSTO 501

## ENTERTAINMENT

- 22 BALZAC'S COFFEE
- 23 SWEETIE PIE
- 24 BRICK STREET BAKERY
- 25 NEO COFFEE BAR
- 26 VERSUS COFFEE
- 27 ROOSTER COFFEE
- 28 MASSEY HALL
- 29 SCOTIABANK ARENA
- 30 CINEPLEX CINEMAS YONGE-DUNDAS AND VIP
- 31 CAA ED MIRVISH THEATRE

## SHOPPING

- 32 MERIDIAN HALL
- 33 ST. LAWRENCE CENTRE FOR ARTS (COMING SOON)
- 34 EATON CENTRE
- 35 THE MARKET BY LONGO'S
- 36 ST. LAWRENCE MARKET
- 37 WINNERS
- 38 LCBO
- 39 KLAUS
- 40 ROVE CONCEPT
- 41 NICHOLAS METIVIER ART GALLERY
- 42 EQ3

## WELLNESS

- 43 SWEAT AND TONIC
- 44 F45
- 45 BODY BLITZ SPA
- 46 BODY + SOUL FITNESS
- 47 EQUINOX
- 48 THE DISTILLERY DISTRICT
- 49 GOODERHAM BUILDING
- 50 NATHAN PHILLIPS SQUARE
- 51 YONGE-DUNDAS SQUARE

## SCHOOLS

- 52 GEORGE BROWN COLLEGE
- 53 TORONTO METROPOLITAN UNIVERSITY (RYERSON)
- 54 UNIVERSITY OF TORONTO
- 55 ONTARIO COLLEGE OF ART & DESIGN
- 56 ST. JAMES PARK
- 57 SCULPTURE GARDENS
- 58 ALLAN GARDENS
- 59 BERCY PARK
- 60 DAVID CROMBIE PARK
- 61 SUGAR BEACH

# THE BUILDING

# ALLURE



YOUR ROLLS-ROYCE  
CHAUFFEUR AWAITS

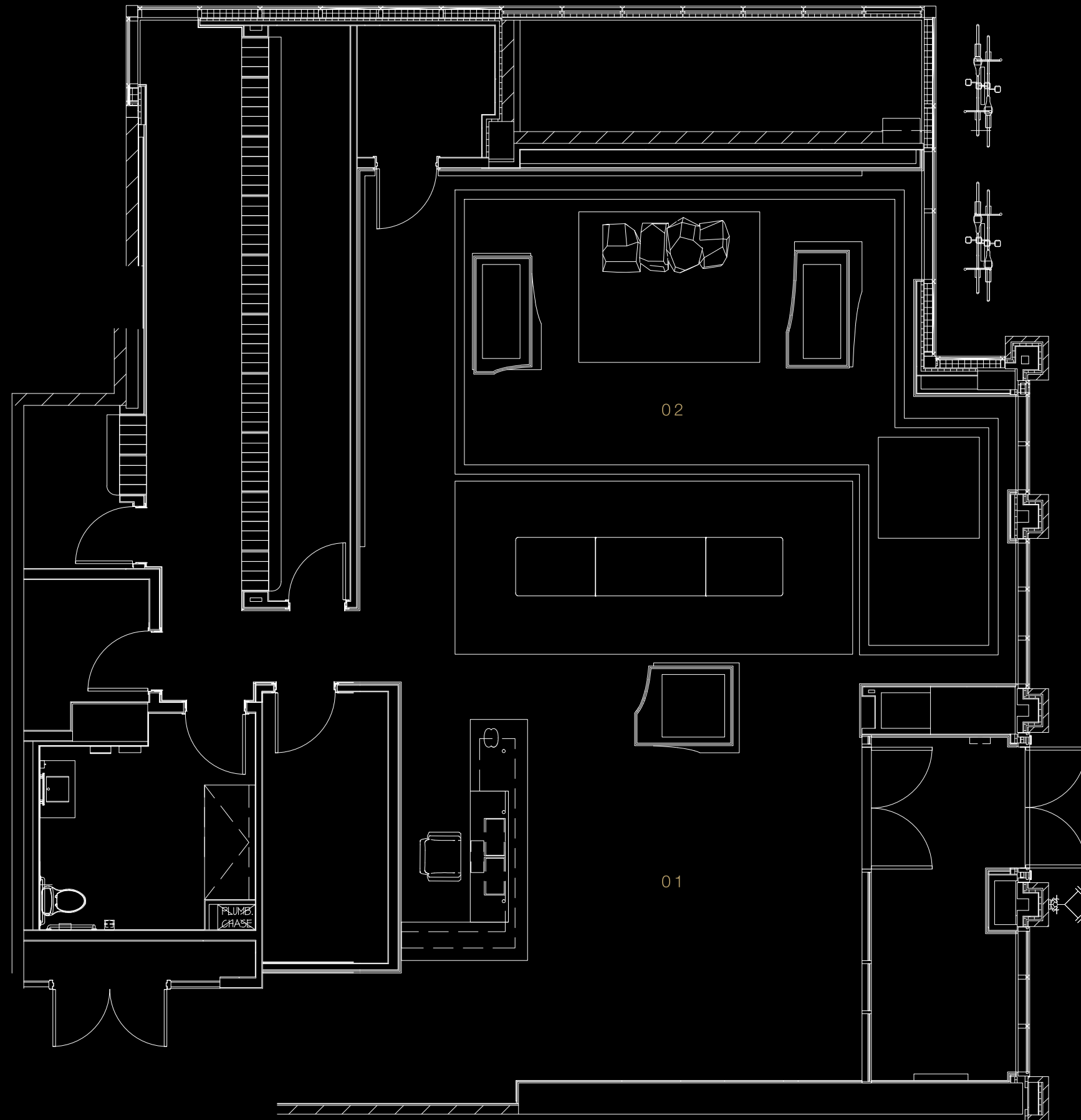


TRAFFIC AND PARKING ARE NO LONGER A CONCERN FOR YOU AS YOU ARE BEING CHAUFFEURED IN THE **ALLURE** ROLLS-ROYCE. BE FURTHER INSPIRED AS YOU THINK CLEARLY WHILE SURROUNDED BY HAND-FINISHED MATERIALS. WHILE SOME IMPRESS OTHERS, YOU IMPRESS YOURSELF AS YOU ARRIVE AT YOUR DESTINATION. SCHEDULE WITH EASE,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

IN PARTNERSHIP WITH:



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.



Illustrations are artist's concept only. Actual may vary.



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.



Illustration: Art by [unreadable] © E.





## SMART LIVING

**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**