

THE NEXT GENERATION OF LUXURY IS HERE.

At the heart of the most desirable neighbourhood in one of the world's leading cities, Toronto's The Yorkville Private Estates will be the city's first true superluxury address. With meticulous attention to every detail in quality craftsmanship, the privacy of attentive personalized services, unrivalled and protected views in every direction, the next generation of luxury is here. Elevate to the exceptional at The Yorkville Private Estates.

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PRIVATE ESTATE RESIDENCES IN YORKVILLE UP TO \$25M
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Toronto joins the superluxury condominium ranks

Yorkville Private Estates sets a new standard inspired by residences in other global cities

London. Paris. New York. Dubai. These world-class cities are synonymous with the highest prices in real estate. But Toronto? A new condominium development in Yorkville will add Toronto to the list.

Scheduled to open in 2018, Yorkville Private Estates, by Camrost-Felcorp will usher in an unprecedented level of luxury. Residents of the exclusive 50 suites (starting at \$1.5-million) will be offered exquisite views in the centre of upscale Toronto, with an at-the-ready concierge service and the finest finishes in every room. Yorkville Private Estates is set to wow.

"Inspired by the luxury residential real-estate markets in London, New York and Paris, we are establishing new standards of grandeur in the Toronto condominium sector," says David Feldman, president and CEO of Camrost-Felcorp, the visionary developer behind the building. For jet-setters who already maintain homes in other parts of the world, this offering finally puts Toronto on the luxury real-estate map.

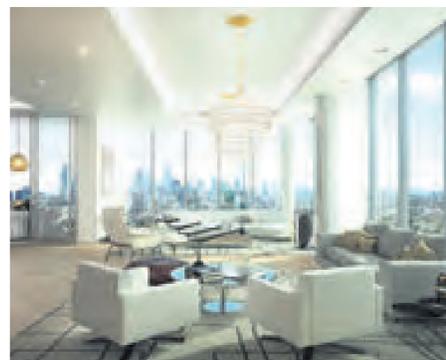
This year, Christie's International Real Estate reported that high-end properties sell faster in Toronto than in any other city — with an average of just 31 days on the market. While Christie's ranked Toronto 10th on a list of the world's top luxury real-estate



This page: High above Toronto's coveted Avenue Road and Cumberland Street corner, residents have the best views in the city — even from their superluxurious bathrooms (above). Artists' rendering of the Yorkville Private Estates' 15-storey tower (right), a glittering form in glass, steel and stone. Opposite page: From the kitchen (top) and living room (middle) to the outdoor terraces (bottom), no detail has been overlooked when it comes to finishes, location, services and design.



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markets, it's the only city to record sales growing with each passing year. In 2014, Toronto experienced an astonishing 37-per-cent jump in upscale residential purchases.

After researching leading condominiums and residents in Canada and abroad, Feldman decided that Toronto was ready to take a step up. Feldman learned from focus groups that homeowners in some of Canada's ritziest neighbourhoods, such as Rosedale, Forest Hill and The Bridle Path, had developed a taste for luxury condominiums, too.

To cater to this class of client, Camrost-Felcorp has designed a condominium residence that is outstanding in every way. For starters, there is no better location for luxury living than in trendy Yorkville. A neighbourhood that continues to lead the way in the realms of designer shopping and phenomenal dining, the aptly named "Mink Mile" gives visitors the best of what the city has to offer.

Inside Yorkville Private Estates every detail has been considered for the comfort of its residents. Homeowners will be able to enjoy the city's grand vistas from their suites on floors 26 through 40. Floor-to-ceiling windows in some of the rooms will provide unparalleled panoramas of the city — even in the bathroom, where standalone soaker tubs are positioned to give bathers a prime view.

To furnish Yorkville Private Estates with the highest-quality finishes, Camrost-Felcorp aimed high. Each unit will be outfitted with top-of-the-line brands to provide incomparable ease-of-use, quality, look and feel. Kitchens will be outfitted in top-of-the-line Miele appliances, and include custom cabinetry by Downsview Kitchens. Both kitchens and bathrooms will feature flawless Waterworks fixtures.

To create their dream spaces, buyers will work with designers to customize their new residences to the level they desire. Homeowners will be able to choose from an exclusive set of options for paint colours, flooring, door coverings and fixtures. For those who want to see the sleek and airy design for themselves, they can visit the grand lifestyle experience centre at 155 Yorkville Ave by booking a private appointment.

Top location and finishes are a must, but to truly offer "superluxury" to the world's most discerning customers, a home must be able to take care of every wish and whim. At Yorkville Private Estates, concierge staff will be available around the clock. Specially trained concierge staff will be able to

handle any request, from conjuring up the best theatre tickets to organizing birthday parties, researching travel plans and making airline reservations. "It's something unheard of before in Toronto," Feldman says.

In fact, Camrost-Felcorp trademarked the term "superluxury" to describe this new level of what it calls "uncompromising living." A superluxury residence provides its owners with the best home, plus first-rate location and service.

According to Feldman, Camrost-Felcorp's 40 years of experience building exceptional and award-winning residential communities in Toronto has all led to Yorkville Private Estates. "We've done a number of higher-end buildings in the past and they've all been a learning process. Now we've got the opportunity to take it up a notch," he explains.

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PRIVATE PERKS

What kinds of perks can a luxury concierge service offer?

Here are a few examples of what to expect at the Yorkville Private Estates:

› **Arrangements for personal shopping**
Including personalized gift buying, complete with gift wrapping, and delivery anywhere in the world.

› **Event planning**
Everything is taken care of, from decorations to catering to wine choice.

› **Procuring concert and theatre tickets**
You'll have the best seats in the house — every time.

› **Specialized research services**
If you need to know how to move your pets to a European country or where to buy a rare item, contact your concierge for help.

› **Travel arrangements**
Whether it's a weekend in a French castle, a stay in Iceland's famous Ice Hotel, or a flight by private chartered jet with pick-up by vintage luxury limo — leave it to the concierge.

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