

WEST END

WST.MLB

ADDERLEY

ADDERLEY

WE ENVISIONED ADDERLEY
FOR THE DISCERNING FEW,
PEOPLE WHO DESIRE
SOMETHING DIFFERENT

SUE CARR — CARR DESIGN



Artist's Impression

THE JEWEL OF WEST MELBOURNE



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In a unique collaboration like never before, West End brings together the country's most celebrated architects and designers to create the best residential development in Australia.

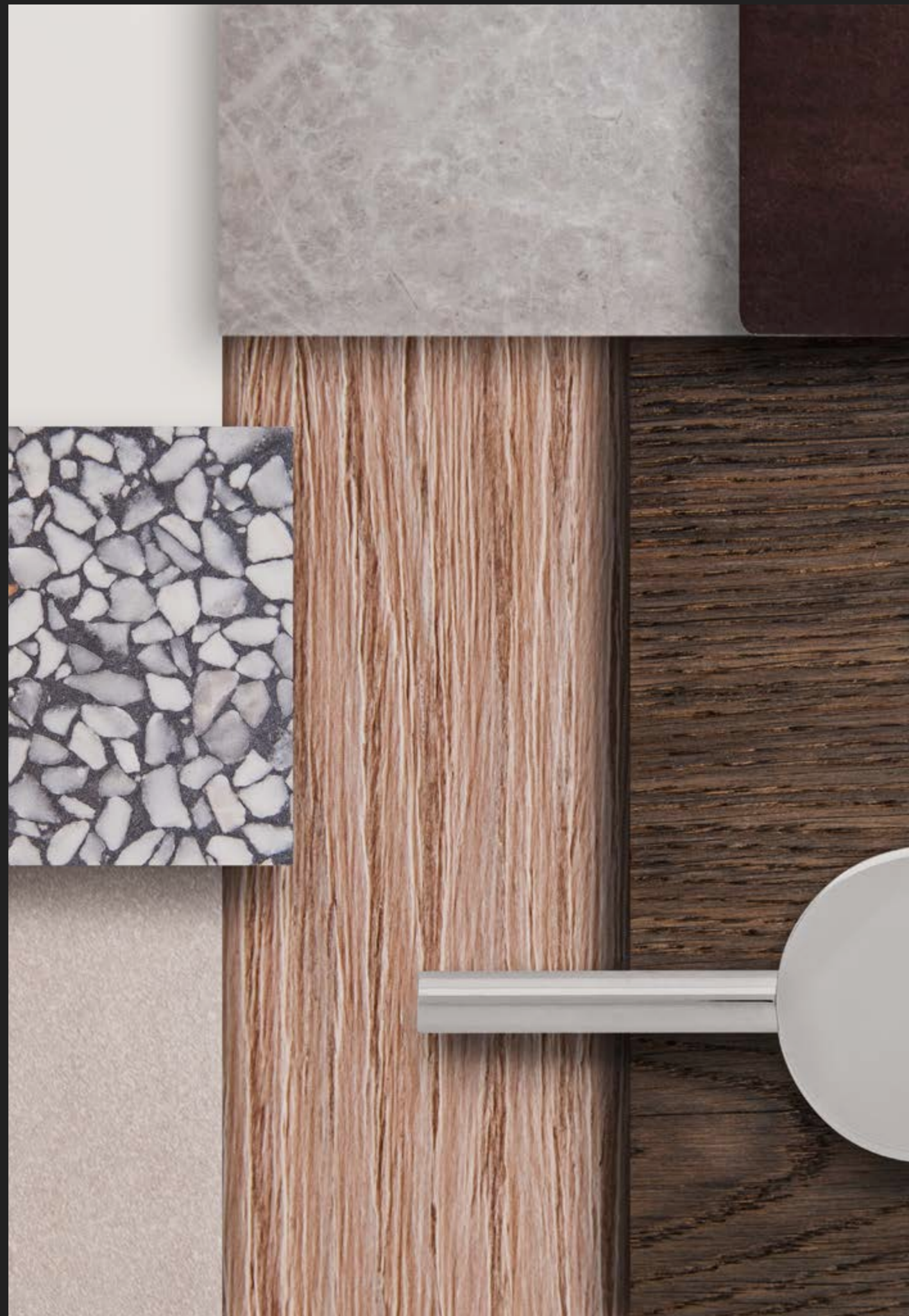
A gleaming tower of glass and brass, Adderley is anything but inconspicuous in an exciting new neighbourhood. The tallest and most magnificent building in West End, Adderley is reminiscent of a grain silo reaching into the sky, a nod at West Melbourne's long industrial heritage. With interiors by the highly acclaimed Carr Design, Adderley is a statement of bold elegance from the inside out, a new benchmark for sophisticated living.

AN ICONIC RESIDENCE

At the corner of Adderley and Dudley Streets, Adderley rises from a prominent position in West End, offering optimal views to the Docklands, Flagstaff Gardens and the Melbourne city skyline.

The best of Melbourne CBD, Southern Cross Station and the free tram zone are mere moments away, all within a short walking distance. Adderley offers an elegant choice of spacious two and three bedrooms apartments in a magnificent podium and tower, with vibrant amenity at its door.





INTERIORS INSPIRED BY
ITALIAN VOGUE

Drawing inspiration from Europe with a distinctive Italian flavour, Adderley is a confident expression of contrasts in a refined industrial context. A natural material palette in monochromatic hues delivers sophisticated backdrops for your personal collection of fine art and furniture.



A bold and refined palette by Carr Design



Artist's Impression

A CURATED WELCOME

Reminiscent of a modern gallery, the Adderley Lobby is a statement of bold artistic expression. As you step into the space, there is a sense of calm, inspiration and an anticipation of home.

BOLD ELEGANT LIVING

Unexpected juxtapositions define Adderley's highly robust, yet polished interiors. Warm oak timber floors contrast cool terrazzo and metal monoliths. Classic forms of both natural and man-made materiality come together to create richly layered and textured residences. Open plan living extends seamlessly into a generous balcony terrace, with a flushed threshold to optimise the area. In Adderley's tower residences, exceptionally high ceilings deliver a real sense of space.

ADDERLEY ALLOWS
RESIDENTS TO BRING THEIR
LIVES INTO EACH SPACE AND
MAKE IT THEIR OWN

CHRIS MCCUE — CARR DESIGN



Artist's Impression

SOPHISTICATION PERSONIFIED

There is restraint and subtlety in bold geometry, creating flexible spaces people can make their own. Premium Miele appliances and the Leibherr integrated fridge and freezer are seamlessly encased in custom joinery, the perfect marriage of functionality and aesthetics.



Artist's Impression

DESIGNED TO ENDURE

In the entertainer's kitchen, the lavish use of terrazzo, timber veneer joinery and metal detailing showcase timeless beauty, created to last. A versatile scullery and concealed laundry space ensure appliances and service areas are conveniently hidden from view. Every detail is thoughtfully crafted to offer a tactile sense of luxury, from timeless accessories to bespoke lighting.

A LUSTROUS CALM

Indulgent master bedrooms offer spacious walk-in robes and ensuite, with generous storage dressed in warm timber. There is soft wool carpet underfoot while floor to ceiling glazing offers a light-filled retreat.



A PRIVATE OASIS

In exquisite bathrooms, bespoke joinery feature beautiful symmetry and strong clean lines, embellished by elegant tapware and refined accessories.



ADDERLEY IS BROUGHT TO LIFE
BY AWARD-WINNING
CARR DESIGN IN AN EPIC
COLLABORATION MELBOURNE
HAS NEVER SEEN

ROBERT DICINTIO — TRENNERY



TRENERRY PROPERTY GROUP

Trenerry Property Group is a property developer specialising in residential and mixed-use projects in Melbourne's inner metropolitan areas. Established as a consortium between the Victor Smorgon Group, the Kanat Family and Robert Dicintio, each member brings to the table a wealth of business and property experience grounded in retail.



CHT ARCHITECTS

Design-focused and multidisciplinary, CHT Architects offers services in architecture, urban design and interior design. Based in Melbourne, they deliver high-quality, distinctive buildings and spaces that complement modern Australian life, responding to the aspirations of those who occupy them. CHT Architects consists of highly experienced architectural, urban design and interior design professionals.



CARR DESIGN

The Carr Design Group is one of Australia's most influential architecture and interior design firms. For over 40 years, the firm has maintained a position as leaders of design practice and thinking. Delivering projects across Australia, a host of successful outcomes and long-standing client relationships are testament to our team's consistency and commitment. Carr delivers design excellence in three core specialisations—workplace, hospitality and residential. Each discipline benefits from the knowledge, research and testing of the other.



ECKERSLEY

Eckersley Garden Architecture offers a revitalised approach to landscape design. Merging experience and creativity, their passion lies in crafting unique relaxed gardens that invite the inhabitants to enjoy their outdoor space. With an understanding of how space and facility work together to create lifestyle and amenity, Eckersley Garden Architecture is driven by all threads of the design process. They work collaboratively with the client to turn each brief into an individually tailored garden that takes the art of garden making to a new level.





OWNERSHIP CONSORTIUM

The consortium that will transform West End from vision to reality was established by three prominent names in business and retail.

The Victor Smorgon Group (VSG) is a co-owner and joint venture equity partner of Trenerry Group. Regarded as one of Australia's most successful family conglomerates today, VSG had humble beginnings as a Lygon Street butchery in 1927. They are long-time retailers with interests in retail, agriculture, fashion, retail, property and finance.

The Kanat Family is also one of Australia's most successful family-owned companies. They are third-generation textile retailers and wholesalers specialising in fashion, well known for bringing Hugo Boss into Australasia. They now own the Australasian

rights to the Ted Baker fashion brand among other significant businesses.

Robert Dicintio is a highly successful property developer and lead development manager of the Trenerry Group. Previously with Lend Lease and the Bensons Property Group, Robert has been involved with the development of major suburban shopping centres in Melbourne, and was formerly Retail Planning, Development and Project Leasing Manager for Melbourne Central after Daimaru's departure.

Together, they bring their collective experience of creating significant places and successful retail to the West End development, a new benchmark for future-ready, integrated living.

