

Case Study Ten

Lumière Residences

101 Bathurst Street, Sydney

Project.

Designed by United Kingdom-based architectural firm Foster + Partners, Lumière has truly set the benchmark for luxury inner city living in Sydney. The Lumière building includes ground floor retail space, as well as premium residential apartments, of which just 16 two and three bedroom and penthouse apartments remain for sale. The building includes seven penthouse apartments that are priced up to \$8 million.

Challenge

The challenge for The Capital Group was to brand and market Lumière as an exclusive, upmarket and luxurious address within Sydney's CBD in an area of the city not particularly accustomed to residential development of such high quality.

Solution

Through liaising with our contacts within various architectural, building and residential publications both in Sydney and nation-wide, we were able to profile the complex at large, as well as individual apartments, extensively throughout numerous publications. Lumière has been profiled in numerous multi-page spreads in high-end publications such as Luxury Homes, Contemporary Homes and Trends Magazine, as well as within the property pages of major metropolitan newspapers.

In 2009 alone, Capital realised approximately \$4.5 million worth of coverage for Frasers Property Australia when valued through the EAV (Equivalent Advertising Value) model and with Lumière now completed since December 2007, the building continues to regularly garner coverage. This is due to Capital's public relations strategy and creative team which is always developing new story ideas to keep the building in the public realm, with the building now 97% sold.

