



# Reward invitation at Elysee: personalise your penthouse

**T**HE developers of the the \$80 million Elysee Residences at Kirra are giving prospective owners the unique opportunity to design their own penthouse.

Reward Developments Australia will invite a potential buyer to work with the design team to customise a 780sqm penthouse to their own specifications.

Everything is on one level with more than 600sqm of internal living space and 180 sqm of external living space, a 28-metre north-facing frontage and six-car lock-up garage.

Developer Steve Reynoldson said the rationale was to give someone who intends to spend millions the opportunity to have as much influence as possible over their design preferences.

"This offer is unique because it will give the buyer a chance to work with the developer, architect, and interior designer during the building process as opposed to changing and altering the

interior after they have moved in," he said

"It will be like designing your own house.

"You have the shell and then it's up to you to determine your design preferences."

Mr Reynoldson said the offer was a response to the demand for 'super apartments' on the Gold Coast.

"We believe there's a market for personal design," he said.

"The trend has been popular in Europe, the US and Asia.

"Elysee has achieved \$58.5 million in sales since its market launch in April, and this reinforces that we have something special.

"The penthouse will be something extra special."

The developer is retaining the other two penthouses and industry specialist Chris Litfin said the design offer presented a great opportunity.

"Elysee is one of the most prestigious super apartment developments ever to be undertaken on the Gold Coast, if not Australia," he said.

"The opportunity to fit out a penthouse of this expanse and quality should attract that small percentage of buyers who want apartment living without compromising on size and space."

All Elysee apartments have quality features including front and back-of-house kitchens,

king-sized bedrooms all with en suites, art galleries, 1000-plus bottle wine cellars, home theatres and separate studies.

Three car lock-up garages are also provided for each of the apartments.

Mr Litfin said each apartment was the same size as a beachfront home with 14-metre frontage, accentuating the north-facing views over Kirra beach, and had more than 380sqm of liveable space.

Elysee Residences – on a 3000sqm site overlooking the esplanade precinct and bounded by Haig Street – commenced construction this year and is scheduled for completion in July 2008.



Steve Reynoldson