





# YOUR URBAN LIFESTYLE BEGINS HERE

A NEW ICON IN THE MELBOURNE CITY  
SKYLINE, PREMIER TOWER IS LEADING  
AN ARCHITECTURAL REVOLUTION

Perfectly positioned within the west end of the Melbourne CBD, Premier Tower is surrounded by the best of hospitality, transport and entertainment amenity that Melbourne has to offer.

Designed with residents in mind, Premier Tower provides high end amenities, elegant apartments and breathtaking views across Melbourne, so you can experience the ultimate in CBD living.

WITHIN THE BEATING HEART OF MELBOURNE'S  
RENEWED AND REGENERATED WEST END,  
PREMIER TOWER IS ONE OF MELBOURNE'S  
MOST SOUGHT-AFTER RESIDENTIAL ADDRESSES

You will find the best of Melbourne lifestyle, with a vibrant mix of  
restaurants and bars, internationally renowned sports and entertainment  
complexes and luxury shopping all at your doorstep.

Make Premier Tower your launchpad into multi-cultural Melbourne.

# MELBOURNE'S MOST SOUGHT-AFTER RESIDENTIAL ADDRESS



QUEEN VICTORIA MARKET

THE STRAND ARCADE

EMPORIUM MELBOURNE

PALERMO RESTAURANT

BOURKE ST MALL

MOVIDA AQUI

HOLEY MOLEY GOLF CLUB

LA DI DA

HIGHER GROUND

TRAM

TRAM

PREMIER TOWER

MS COLLINS

SOUTHERN CROSS STATION

VUE DE MONDE  
LUI BAR

SEALIFE AQUARIUM

MEAT & WINE CO

SOUTHBANK PROMENADE

CROWN MELBOURNE

YARRA RIVER

MARVEL STADIUM

BOUVIERIE ST

MELBOURNE'S WEST END

SWANSTON ST

ELIZABETH ST

QUEEN ST

ST MILDEN

KTING ST

SPENCER ST

LA TROBE ST

MURDOCH WAY

HARBOR ESCPLANADE

LONSDALE ST

BOURKE ST

COLLINS ST

FLINDERS ST

## HOSPITALITY HOT SPOTS

Surrounded by an eclectic mix of cafés, bars and restaurants, you will be at home in Melbourne's energetic hospitality hub. Dive into the iconic Melbourne laneway scene on Rose Lane or escape from the city streets amongst the greenery of Higher Ground Café, you will never be short of new and exciting venues to discover.

## AN ENTERTAINMENT PRECINCT

Fast becoming the entertainment mecca of the CBD, the west end of Melbourne is home to some of Melbourne's largest entertainment complexes, Marvel Stadium and Crown Casino. Take a walk to Southbank and explore Melbourne's vibrant arts scene along the famous Yarra River. Whilst closer to home you will find local favourites like Holey Moley Golf Club.



# ALL AT YOUR DOORSTEP



## UNRIVALLED TRANSPORT CONNECTIVITY

Located directly opposite Melbourne's thriving transport interchange, Southern Cross Train Station, your gateway to explore all of Victoria. Or stay local and discover the Melbourne CBD making the most of the Free Tram Zone, with a tram stop right at your doorstep. Getting to the airport is a breeze with easy access to the Skybus to conveniently commute to Melbourne Airport.

## CUTTING EDGE RETAIL

A stone's throw from some of Melbourne's favourite retail destinations you will find an eclectic combination of local and international designers to fall in love with. Be at the centre of Melbourne's vibrant fashion scene with Australia's largest designer precinct at Emporium a short walk away or get lost in the famous Melbourne Laneway's finding hidden gems along the way.

# CONVENIENCE, LUXURY, & COMFORT

FOUR-LEVELS OF IMPRESSIVE  
AMENITY SPACES DELIVER A  
LIFESTYLE AND COMFORT  
LIKE NEVER BEFORE

Each space has been designed to offer residents a unique experience. You will find everything to meet your needs whether you are setting yourself up for the day with a workout, looking for a quiet space to work from home or staying in for a night of entertainment with friends and family.

City convenience, luxurious comfort and style is all at your doorstep.







INDULGENT LIFESTYLE



## THE FOYER

From the moment you step through the door you will be enveloped in luxury as you walk through to the resident's lounge area. Your private 24-hour concierge will cater to whatever you may need creating a well-appointed and secure city living experience.

The residents' lounge offers an escape from the hustle and bustle of the city, allowing you a refuge to catch up on some work or simply watch the world go by.



EXCLUSIVE AMENITY

## PREMIER DECK

Feel at one with nature without ever leaving the city on the Premier Deck. A lavish outdoor deck offering sweeping city views is complemented by private dining and lounge areas complete with first-class catering kitchens. For those looking for something more active you will find a fully equipped gym along with yoga, pool and sauna facilities as well as entertainment zones to help you unwind.



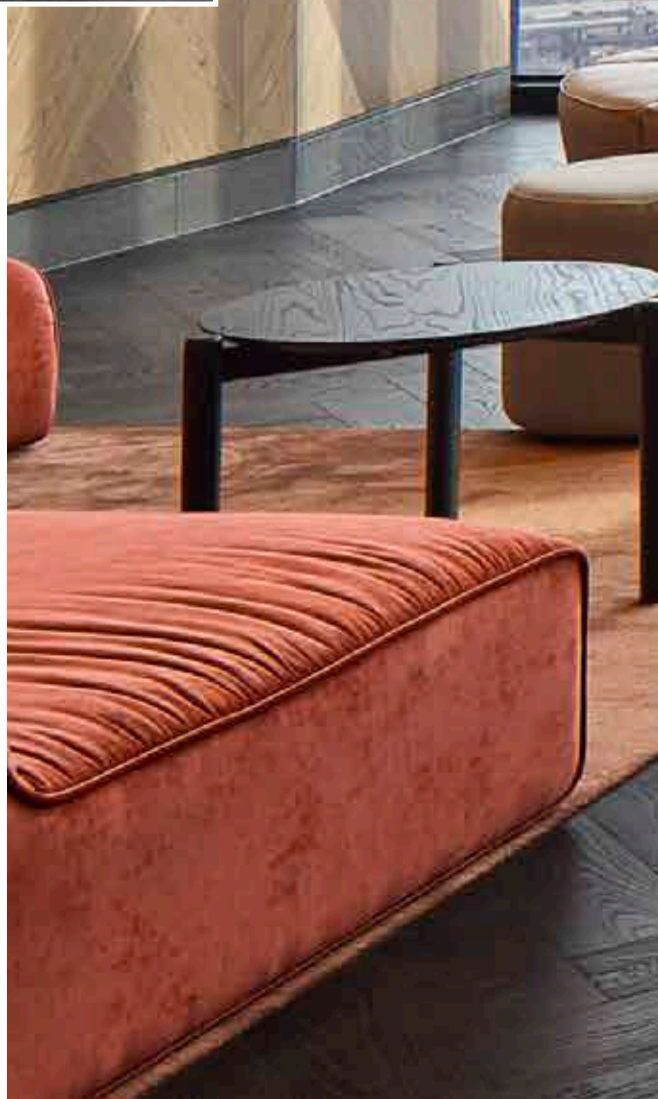
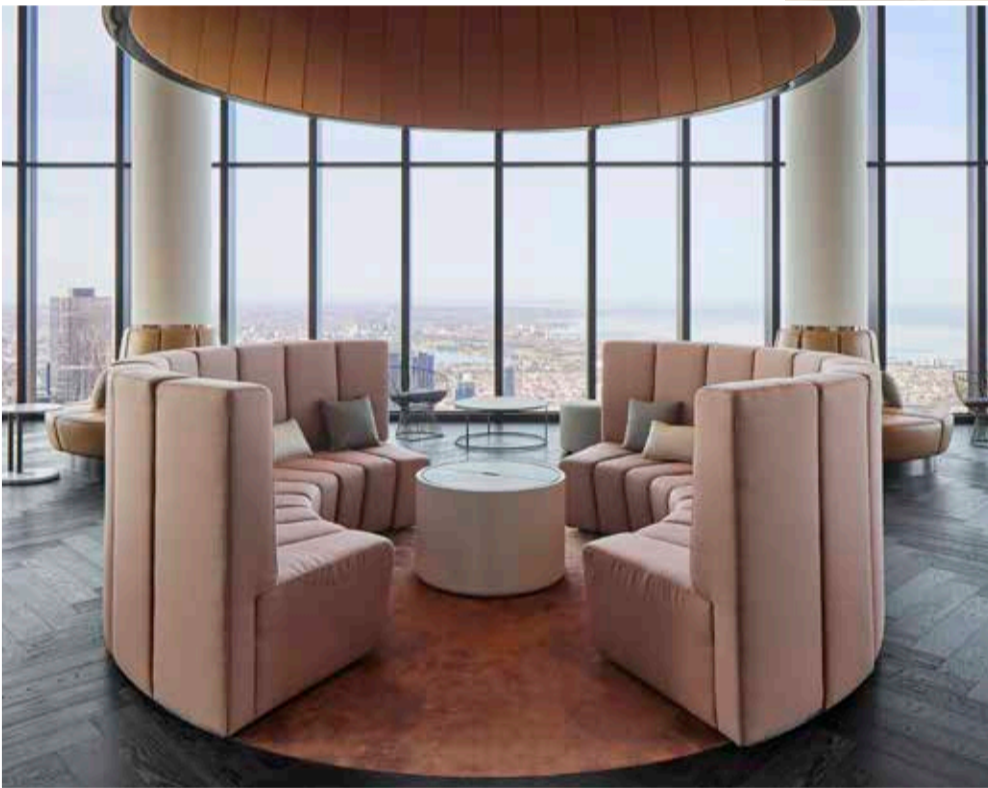




EXCLUSIVE AMENITY

## LEVEL 46 | PREMIER CLUB

Breathtaking views over the CBD into greater Melbourne form the backdrop for this exclusive area. Whether looking to relax, compete or put on a show, the Premier Club has been designed to offer you a space of pure entertainment. You will be able to offer guests a unique experience, with pool, ping pong, theatre rooms and even private karaoke.



## PREMIER LOUNGE

An exclusive meeting area, the light-filled Premier Lounge makes the most of impressive views of the Melbourne CBD skyline and Port Phillip Bay. Entertain in style with private dining and bar facilities, or relax in the lounges taking in the uninterrupted views across Melbourne, the soft furnishings will have you never wanting to leave.



EXCLUSIVE AMENITY







Stylish, contemporary apartments will have you feeling at home from the moment you walk through the door. Clean, elegant lines and light filled spaces with floor-to-ceiling windows allow you to enjoy expansive views over Melbourne day and night. With new planning restrictions in place your views across Melbourne are guaranteed to remain uninterrupted into the future.

# SANCTUARY FROM THE HUSTLE AND BUSTLE

# ENVIABLE DESIGN AND FINISHES

Sophisticated details, metallic joinery and timber floors create a rich space for you to call home, while European appliances allow for easy entertaining.



## EXPERIENCE PREMIER LIVING AT ITS BEST.

Your home will truly be your refuge from the world with a look that suits your lifestyle. Lower levels enjoy either Honey or Chocolate colour schemes, while Manuka or Mocha schemes are available for those who live in the Premier level apartments on level 47 and above. These timeless colour palettes will allow buyers to create their own effortlessly elegant homes, with Melbourne views as the enduring backdrop.





# PREMIER TOWER

[premiertower.com.au](http://premiertower.com.au)



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