



Yielding top-shelf outcomes

The advent of warmer weather and the chance to secure a premium apartment address at pre-construction prices have seen a surge in enquiry at VITA West Leederville, with one-bedroom residences almost sold out and visitor numbers at the project's unique display apartment climbing.

Located on Northwood Street in the sought-after near-city precinct, VITA West Leederville will offer 64 apartments over five levels – along with two ground-floor commercial units – and has been designed by Melbourne-based award-winning architectural firm Elenberg Fraser.

The development features a striking curved, wave-like facade, with the unique lines of the project setting it apart from others in the Perth market and finding favour with buyers.

“The feedback we’ve had from buyers and people through our display apartment is that the design of VITA, both from the streetscape perspective and internally, holds significant appeal,” Georgiou Developments Executive Director Jon Smeulders said.

“They’re out there looking at what’s available in the market, and the value presented by VITA – including premium appliances, a fully-integrated European kitchen and industry-leading sustainability – together with the lifestyle and amenity on offer makes it a real standout.”

Georgiou Living’s commitment to

outstanding quality was recognised in October with the launch of Design WA, the WA Government initiative aimed at providing apartment design guidelines to ensure high standards of development across the state.

The initiative was officially launched at Georgiou Living’s The Pocket development at Claremont on the Park, which was identified as a leading example of outstanding apartment design.

“To have our high standards of design quality recognised in the context of such an important initiative for the WA market was fantastic – that commitment to outstanding design is something we’ve always had at Georgiou Living, and it’s one of the guiding principles across all our developments,” Mr Smeulders said.

“Residents have now moved into The Pocket, and we’re proud to say the feedback has been overwhelmingly positive.

“With so little finished stock in the market of The Pocket’s quality, all apartments hit their post-completion valuation benchmark.”

A handful of apartments remain available at The Pocket, with prices ranging from \$550,000 for the last remaining one-bedroom residence to \$1.225 million for the last three-bedroom residence.

At VITA West Leederville, Mr

Smeulders said recent weeks had seen a significant increase in numbers through the project’s display – a full-sized and fully-furnished apartment, built to the exact specifications of one of the project’s two-bedroom residences.

“While many developers out there in the market build to a price, we are a builder-developer which lets us compete on price but also ensure we are providing a top-shelf outcome for our buyers,” he said.

“We are across every aspect of the development from beginning to end.

“Being able to walk through a fully-furnished and fitted out apartment makes a big difference for buyers and really highlights what they’re getting for their money.

“With our pre-construction pricing ending soon, and more people out and about in West Leederville enjoying the parklands, shopping, dining and entertainment on tap in the area, we’re expecting a strong finish to the year.”

Remaining apartments at VITA West Leederville are priced from \$455,000.

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