



MEDIA RELEASE

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Aerial Early Site Works Commence Spurred On By Charmed Locals

Early works have commenced on the cutting edge Aerial residential towers at Melbourne's Camberwell Junction, following strong sales generated from the local community.

Launched to the public in November, the Wood Marsh designed elliptical glass towers that will house 144 luxury apartments have provided FKP with strong enough sales to begin early works on the recently vacated Mercedes Benz site - ahead of schedule.

Despite initial opposition to the bold development from some residents in the local area, latest sales data shows 90 per cent of the apartments purchased to date have been secured by locals residing within 5kms of the site.

"We're pleased the architectural style and planning philosophy is resonating with local buyers who are keen to take advantage of the Camberwell Junction location," says Evian Delfabbro, FKP Executive General Manager Residential Communities.

Buyer profiles show a fifty-fifty split between local owner occupiers and local investors; predominantly couples and those downsizing the family home to seek the luxury and lifestyle to be created in Aerial.

"We've also seen sales results to date spread across one, two and three bedroom apartments," adds Ms Delfabbro.

Aerial's residents will enjoy exclusive use of a dedicated on-site concierge, stunning roof top pool, BBQ area, cinema and meeting room in combination with boutique retail and a restaurant in the restored historic E S & A building that is at the centre of the Aerial development.

"There has been a general increase in apartment demand across Melbourne and Aerial's quality and larger apartment offerings have also resonated particularly well with local clients."

Aerial's 144 luxury apartments are due for completion in 2012.

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