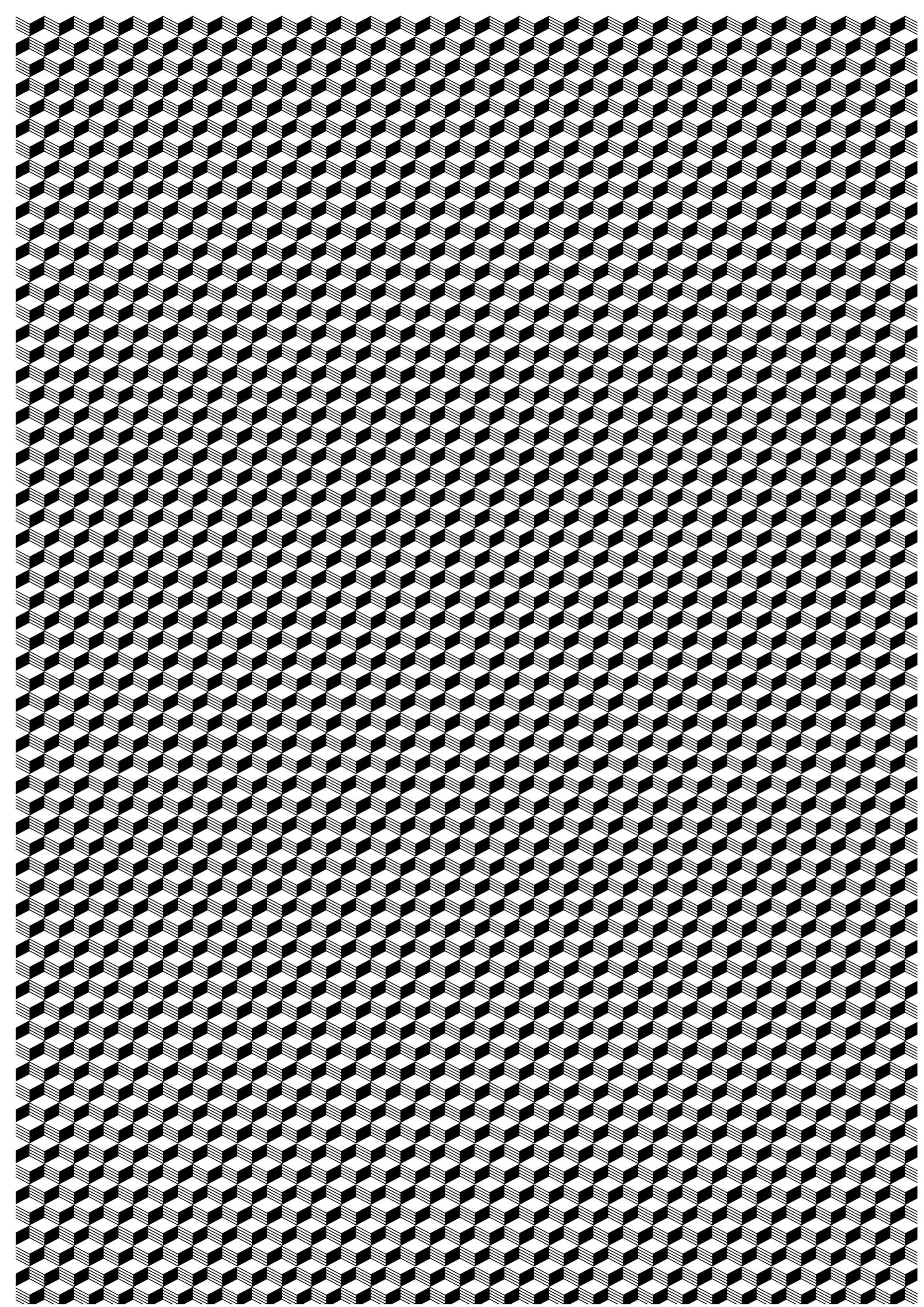




**THE**  
**COLLECTIVE**  
**HAWTHORN**



**25 LYNCH ST  
WELCOME TO THE  
NEW HAWTHORN**

*Be part of the collective!*

## THE BUILDING

The tinker, the tailor, the Scandinavian importer. When was the last time you bought something from the owner of the store? The new Hawthorn is the old Hawthorn – an industrial heritage revived, reclaimed and re-imagined. It's a special part of new Melbourne life, where going forward means going back. At The Collective, the brewer, the baker and the coffee roaster are just as important as they were 100 years ago.

On the site of the old mill on Lynch Street, city living becomes collective living. Get to know the neighbours who roast your coffee, who build your bicycles, who knit your scarves, grow your herbs, select your clothes, bake your bread and design your homewares.

The Collective is a stunning collection of architect designed 1 and 2 bedroom apartments finished to a very high standard, including European stainless steel appliances, stone bench tops, glass splash backs, double glazing and air conditioning as a standard feature.

From the moment you get home to the white-painted exposed brick lobby of The Collective, you'll enjoy the same industrial styling as you do in your favourite Melbourne cafés and artspace. With industrial grade hand rails on the polished concrete stairway and Edison bulbs looping from white ceilings, you'll live with the same durability and truth to materials needed when this space was a wood mill.

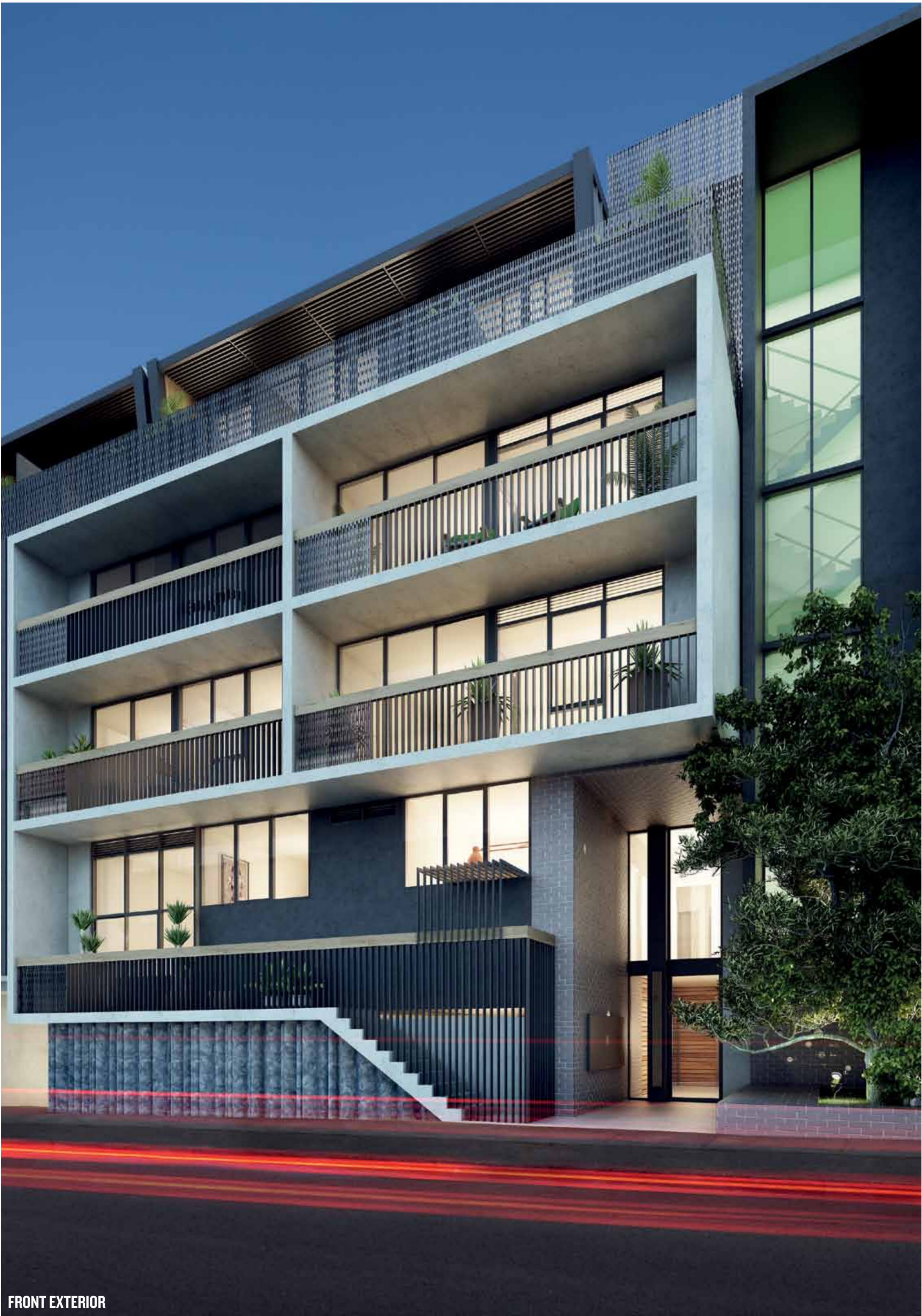
The mid-century aesthetic of the angled roof-line recalls the manufacturing history of the site, and welcomes in your own pieces inspired by that same era of functionality. Floor to ceiling glass floods your living spaces with clear, natural light. Rooms are beautifully proportioned according to principles of true city living – clean, open, modern. And when you're ready to head out again, an armada of transport options are just outside the door. It's the way it should be.

It's the way it used to be.

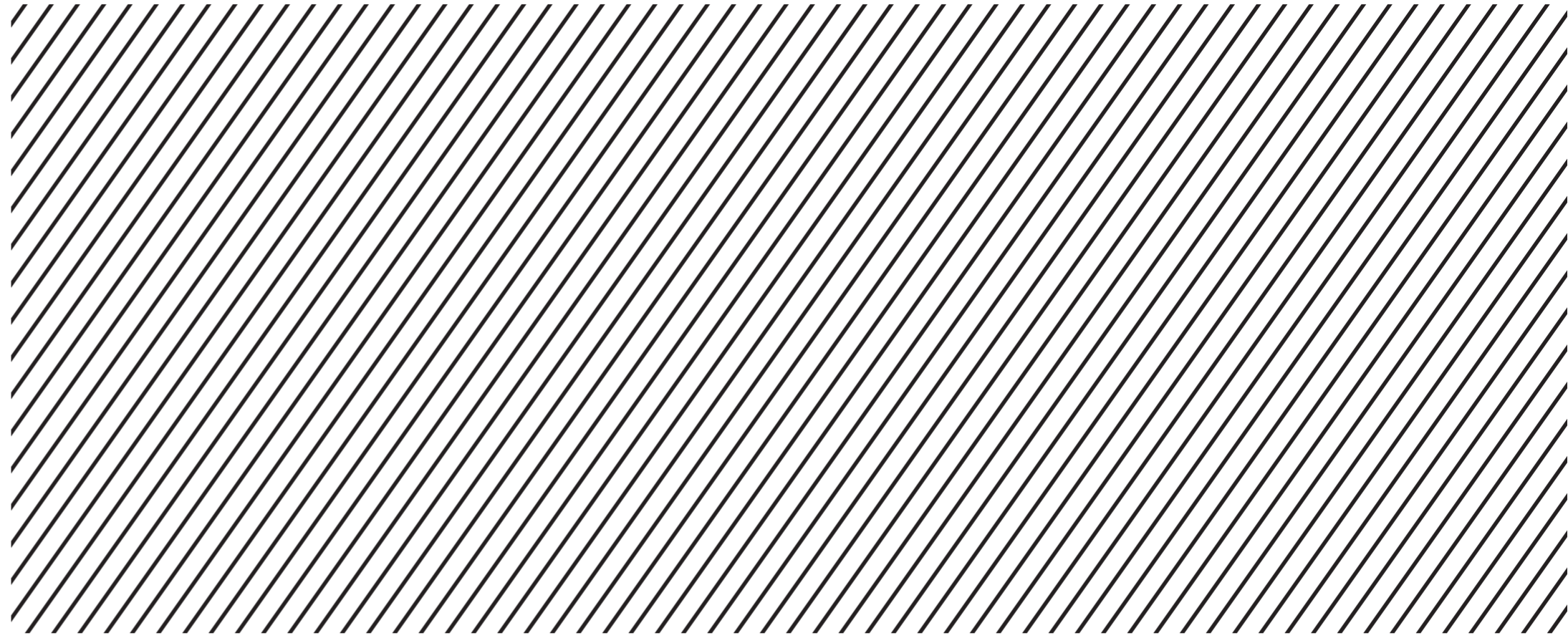


**A KALEIDOSCOPE OF VIEWS  
FROM THE BALCONY  
APARTMENTS**

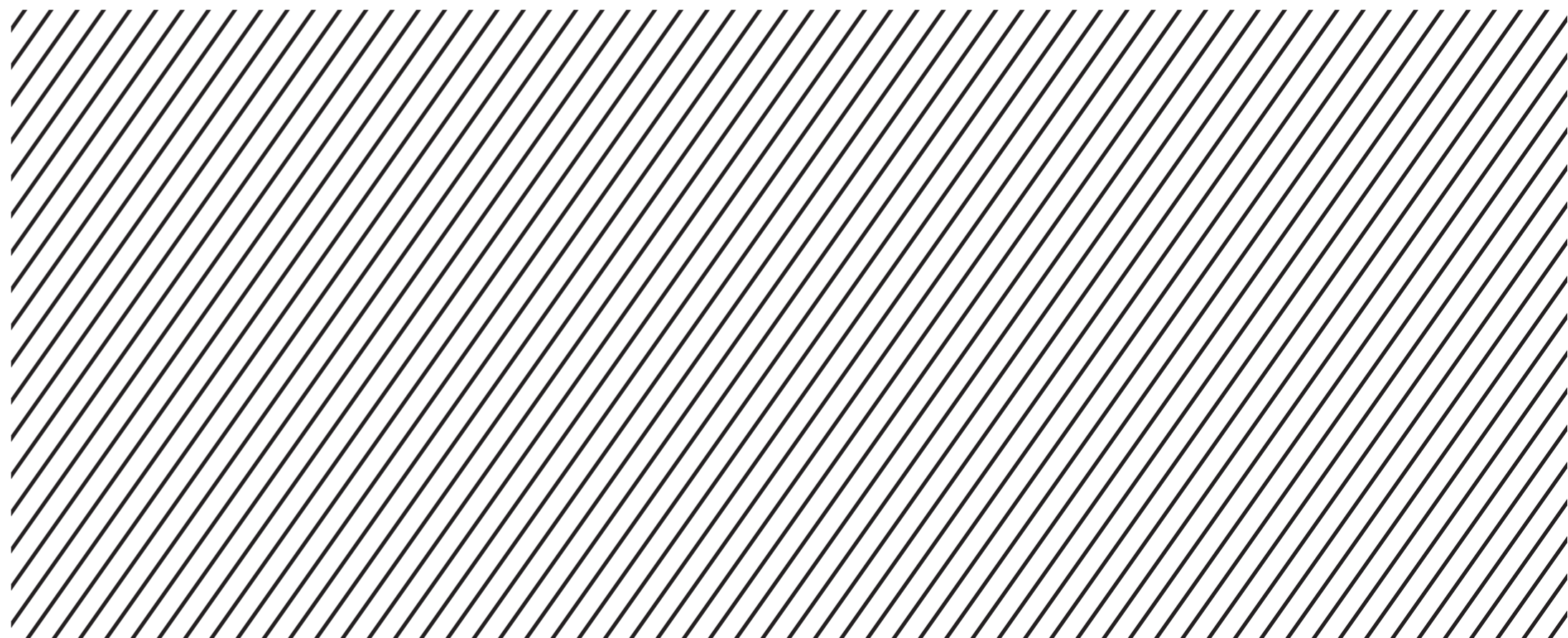




FRONT EXTERIOR



LOBBY



## THE INTERIORS

### *Kitchen*

A glass of fresh draught ale in your fridge. A Quattro Formaggi from Firechief in your oven. A Holy Goat goat's cheese and rocket salad on your counter top. Handpicked Haigh's chocolates by your kettle and your personal roast from Axil by the coffee machine. Sometimes you'll want to bring the outside in, and your kitchen should reflect the spaces you love outside your home.

Keen to reverse-engineer your favourite recipe from Liar Liar? Need room to bake the treats you love at Life on Mars? It's here in your brand new kitchen. There's space for the knives you'll need to take on Ocha's wasabi salmon, and the deep baking dishes for the butternut pumpkin risotto from Porgie and Mr Jones. Display your thick cookbooks from Readings in the same spot you'll be using them and get used to the feeling that there's a place for everything, at last.

Warm wooden flooring recalls your building's wood mill heritage. The white tiles forming your kitchen splashback are arranged in the same brick pattern that provides links between the solidity and durability of both past and present at Lynch Street. Just as in the rest of The Collective, the industrial aesthetic is honest and raw without diminishing a clean edge, a sophisticated finish. The Smeg electric oven and gas-burner top provides the perfect combination for all kinds of cooking, whether you relax by baking or impress by flash-frying your Asian greens. And at the end of all this industry, load your hidden, integrated dishwasher for easy clean-up.

### *Bathroom*

There's no reason that the kind of bright, spare, uncluttered bathrooms coveted by sophisticated home magazines can't exist off the page. It's easy. Just add fixtures and fittings that wouldn't be out of place in a boutique hotel. Then design a space where a wall-hung sink hovers above a clean expanse of slate-grey tiles finished with a natural, rough-hewn feel. Install vitreous porcelain white-wear for a laboratory level of scrubbed-up.

Soften this industrial mood with something warmer and organic – a wood-grain feature at the midpoint of your bathroom where you'll groom each day. Finish with a glamorous shower – a whole wall of glass reflecting the high-gloss white tiles arranged in brick-bond pattern throughout the room. Done? All that's left now is a fresh bloom from Lucy Loves Charlie in a slim beaker of water, some organic soap from Est, and a bottle of your signature scent from Peony Haute Parfumerie. Finish by closing the door on the world.

### *Bedroom*

You start and end every day in the bedroom. It's a very important room. You need space for a big, comfortable bed for stretching and dreaming, as well as a bedside table to house the perfect reading light at night and Haigh's hot chocolate on a wintery morning.

Bright, white walls create the perfect gallery-style backdrop for a special piece of art or a curated collection of your favourite photographs to wake up to. Pick up a Scandinavian throw from Nord living, something made from natural fibres like the fresh, thick wool carpeting that stretches from wall to wall in a warm, dark tone. You're often barefoot in this room – you need the comfort and silence of good quality pile beneath your feet before you turn in. You also need clever storage to keep the lines of your bedroom simple and pleasing – it's the place where you get to turn down the volume on the day as you relax and prepare for a new one.

**A BUNDLE OF ASPARAGUS.**

**A HAND OF BANANAS.**

**A BATCH OF BREAD.**

**A SHEAF OF CORN.**

**A CLUTCH OF EGGS.**

**A CRATE OF FRUIT.**

**A CLUSTER OF GRAPES.**

**A TROOP OF MUSHROOMS.**

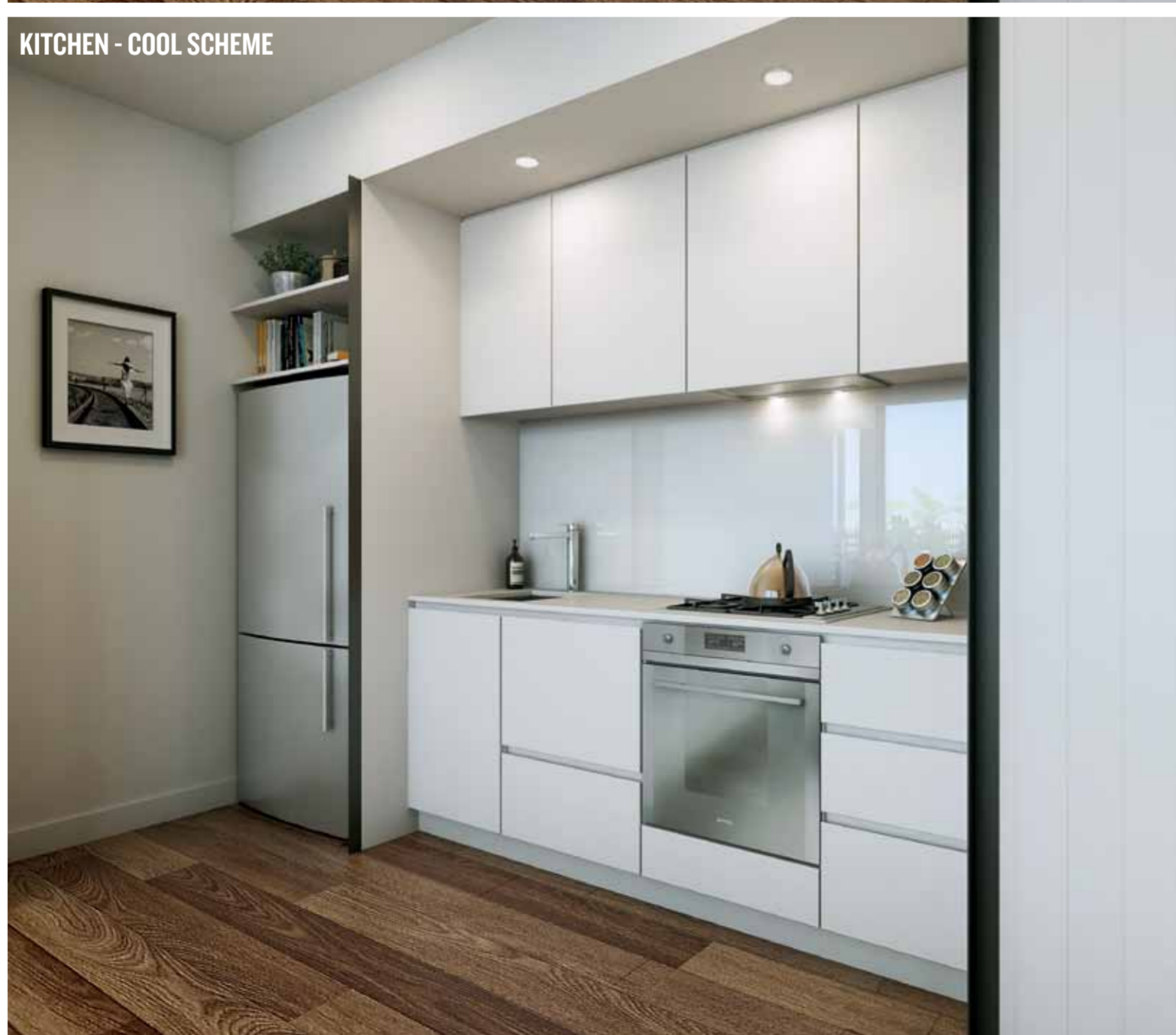
**A ROPE OF ONIONS.**

**A POD OF PEAS.**

## KITCHEN - WARM SCHEME



## KITCHEN - COOL SCHEME



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at your doorstep

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www.blackbirdandfox.com.au

**porgie + Mr JONES**  
www.porgiemrjones.com.au  
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291 Auburn rd Hawthorn 3122  
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**MOZI**

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nordic sensibilities  
unique gifts textiles homewares toys  
accessories Jewellery vintage Scandinavian

**SWOON**

**OCHA** modern Japanese cuisine

**Lucy Loves Charlie**  
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Tel: 9818 5184 Fax: 9818 5647

**PEONY**  
**PEEN**  
HAUTE PARFUMERIE  
MELBOURNE

**AXIL**  
COFFEE ROASTERS

**Alley Tunes**  
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**bread & jam for frances**

**Readings** BOOKS MUSIC FILM  
MELBOURNE'S OWN SINCE 1951

Mixing, stirring, rolling, sealing, tying

**Depot de Pain**

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w: firechiefpizzeria.com.au  
t: (03) 9831 1700  
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@firechiefpizza  
firechiefpizzeria.blogspot.com.au

**1st PRODUCT**  
STREETWEAR | ACCESSORIES

# A BUZZ OF CAFÉS



AXIL COFFEE ROASTERS

## AXIL COFFEE ROASTERS



### An atlas of coffees

Promising your perfect cup of coffee is easy for Axil Coffee Roasters to do. Order a latte every day? Prefer it tailor-made or don't want to think before a bean-rush? Either way, outsource it to Axil, where a special single-origin coffee is featured each day and the seasonal blends predict what you want before you do. Depending on how seriously you take your coffee, Axil can be your laboratory or your relaxed and friendly local café.

## PORGIE & MR JONES



### A generosity of taste

Good taste. You want it in your home. You want it in your food. So you'll be joining the throng humming 'I loves you Porgie' from their wingbacked chairs as they tuck into the famed Portuguese tarts at Porgie and Mr Jones. Hearty favourites like thick tomato soup and heavy Moroccan-spiced baked beans share the love with musky flavours such as the rosewater poached fruits, the Holy Goat goats' curd, or the tallegio topped pizza. With industrial styling recalling The Collective's wood mill past, you'll feel tastefully at home just down the street.

## LIAR LIAR



### A weekend of breakfasts

Can't find something delicious on this menu? Can't find a comfy spot on these designer chairs? Liar. Your new favourite café slash best breakfast hideout was set up by the team from Proud Mary and Three Bags Full. Honestly welcoming and unbelievably tasty, Liar Liar is the natural home of the collective-weekend-breakfast in Hawthorn.

## ALLEY TUNES



### A rummage of records

Flip through the eclectic collection of vinyl at Alley Tunes to find that elusive b-side track or simply recaffeinate while listening to their own great selection. Tucked down a little walkway near the station, this buzzy little hideout has a definite inner-city flavour. Chatty and relaxed, it's a favourite with Uni students and local music lovers who make good use of the try-before-you-buy decks up the back. Just make sure you don't miss your train.

## BREAD & JAM FOR FRANCES



### A giddy rush of goodies

Dog-friendly, kid-friendly, and jam-eating-badger-friendly (you'll have to ask), looks like the bread and jam isn't just for Frances anymore. Neither are the haloumi fritters, thyme mushrooms, or chive scrambled eggs on brioche. From the makers and bakers of the eponymous, much-loved North Fitzroy café Dench, this Hawthorn favourite always seems to have room for one more at the communal table and a newspaper for your perusal under the high, sunny windows. Or skip the news and head straight for fiction – it's connected to Readings bookstore. Goody!

## LIFE ON MARS



### A sample plate of industries

Industrial. It's much more than a style. What does your community produce? Local industries all have products on the menu at Life on Mars, such as Jonesy's Dairy Fresh milk, Noisette bread and Allpress coffee. Other locally sourced produce and free-range offerings include the famed duck egg fritтата and house-made crumpets with leatherwood honey. Try the Gippsland lamb loin rubbed with cumin salt and taste what the owner's intend – the end of anonymous food and the beginning of a collective awakening.



ONCE A TAILOR

## FIRECHIEF PIZZERIA



### A Napoli of pizzas

If the pizzas at Firechief taste just as you imagine they would in a sunny Italian piazza, it's because every chef is Naples-trained at the exclusive Associazione Verace Pizza Napoletana. The association has such strict requirements that the tomatoes must be crushed by hand to meet them, and only three chefs in Australia are certified to make the stand-out Quarto Formaggi as Naples intends it. If what happens before the pizza reaches your plate seems very serious, the relaxed Italian atmosphere of Firechief is the ideal counter-balance.

## OCHA2GO



### A ceremony of Japanese food

There's a long waiting list for Ocha. Not because it's small and exclusive, but because it's big and inclusive. There are many reasons that locals have reservations at Ocha months in advance, but if you require immediate satisfaction for the sophistication of flavoured salts, choicest cuts, and delicate sauces, try Ocha2go. It's a short stroll from home and has a relaxed tradition of BYO and lively, close-knit dining. Everyone loves this Melbourne institution, where you can simply close the menu and rely instead on inside tips.

## HAIGH'S CHOCOLATES



### A temple of chocolate

Their sincere devotion to chocolate is on display everywhere at Haigh's Hawthorn. The store is a miniature cathedral, with coloured foils taking the place of stained glass, and a hushed admiration that is close to holy. From the raw cacao beans, whole milk and sugars right through to the exquisite fine morsels, Haigh's are dedicated to the entire process of making these fine Australian chocolates. Personalised recommendations and seasonal specialities ensure regular worship at the temple of Haigh's.

## DEPOT DE PAIN



### An arrondissement of éclairs

The perfect box of petit fours. A pastel parade of macarons. Buy a return ticket to Paris when you step in to Depot de Pain for a morning of coffee and pastries or a hearty evening meal of beef bourguignon. Practice your French. Tartine. Hollandaise. Croustade. Crepe de Gruyere. If you're in a caloric swoon and language escapes you, it's perfectly acceptable to ask for 'stinky cheese' to go with your glass of vin rouge from the well-stocked cellar. Bon appétit!

## ONCE A TAILOR



### A thread of Italy

Once a tailor always a tailor. Attention to detail is the mark of any tailor. You'll find a menu customised for a perfect weekend eatery. Coffee stylised to satisfy indulgent cravings. A diverse Italian cuisine composed to take you back to that summer in Sicily. Delightful baked eggs fit to fulfill morning hungers. A local secret tailored for you.

## GIBSON'S WINE BAR



### An ease of vintages

You can't just hang a sign on the door and call a bar the 'local'. It's a status that's earned slowly, and kept by a cast of regulars and an authenticity of rituals. It's run by a local called Gibson - Allen Gibson - and he'll make sure the bottle you like for a cheeky one-on-the-way-home is always there. He'll serve you dips and cheese or furnish you with cutlery and takeaway menus if you're really settling in. Cosy up and watch the footy on a winter's night, enjoy good cheer and an uncomplicated drink. Too easy.



# A PRIDE OF PARKS



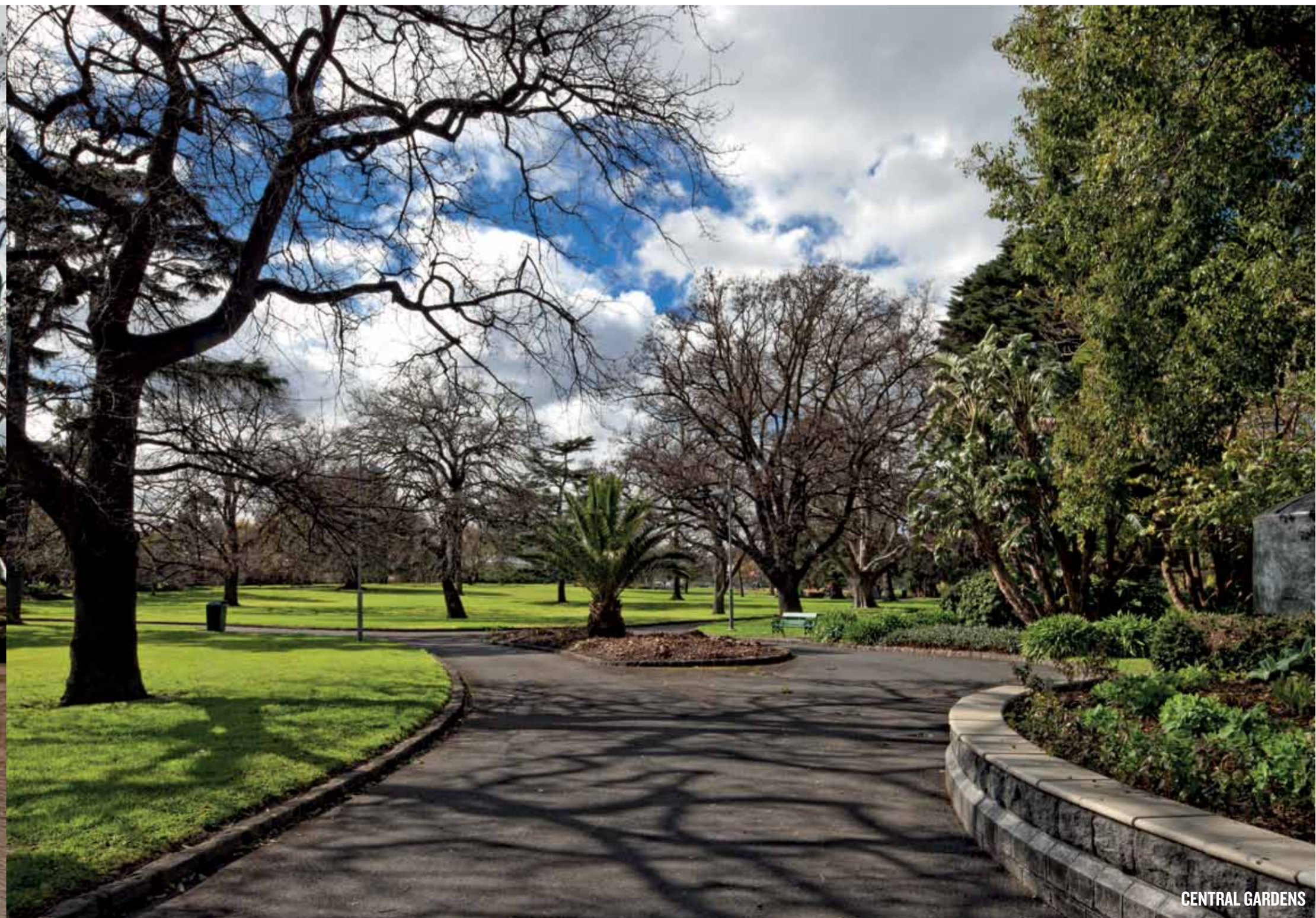
FAIRVIEW PARK



GRACE PARK



FAIRVIEW PARK



CENTRAL GARDENS

## PEONY HAUTE PARFUMERIE



### *A fantasy of fragrances*

There was a time when you weren't properly 'dressed' without a fragrance. When perfumes were matched to the wearer and not to single-name celebrities. Hawthorn's Jill Timms thinks that's the way it should be again, and when you enter her elegant emporium of scents, you'll agree. Her beautiful chocolate-box of a store celebrates the individuality of fine perfumes and old world glamour. Unique fragrances from small-batch, artisan perfume houses are hard to find in Australia. Or make that the rest of Australia – Hawthorn's covered.

## HOKEY CURATOR



### *An audacity of style*

As the name suggests, the pieces inside this crisp white and warm wood store are carefully curated, but there's nothing hokey about the selection. Prepare to be tempted every time with a selection from designers such as Romance was Born, Lover, Ellery, and Antipodeum as well as jewellery wunderkind Elke Kramer and Melbourne designers Dallas and Carlos. Outsource your fashion-sourcing to owner Olivia and you're set every season.

## 1ST PRODUCT



### *A cred of streetwear*

1st Product takes on the hard-to-hit world of men's streetwear and find the sweet spot. Newer local labels such as Academe and Mr. Simple are stocked alongside international masculine style-staples like Levis and Fred Perry. Walk in sceptical and walk out dressed: that's the measure of this successful streetwear operation.

## BLACK BIRD & FOX



### *A gladness of gifts*

Brown paper packages tied up with string. Blackbird has all of your favourite things. And your boss'. And your aunt's. And your best friend's too. You can cover most of your Christmas list in one delightful spot and leave with bundles of beautifully wrapped treats from porcelain brooches, to Laguiole knives, to mittens – everything's here except the whiskers on kittens. Although you never know your luck with a special order.

## MOZI



### *An exaltation of patterns*

Melbourne design duo the Tipler sisters opened their first store in Hawthorn – a proud flagship of all the pieces they've created together under their Mozi label. Furnish your nest with brightly coloured bits for your kitchen, bathroom and study – whipping up cupcakes feels more authentic in a pretty pinny, keep toothbrushes standing in a bird-patterned holder, and stock your desk with Mozi's clever stationary ideas.

## BIKE GALLERY



### *A pebton of bicycles*

Custom-made clothing. Custom-roasted coffee. Custom-built bicycles. Melbourne's bicycle faithful find no end of solace and service at the Bike Gallery. In this Hawthorn building cyclists can enjoy coffee from the local Axil roasters while their rides are attended to in the bike-fitting studio and service centre.

## READINGS BOOKSHOP



### *A hammock-full of books*

One of the best bookstores in the country, spine's down. Enjoy hours of browsing and reading pleasure in the bookshop itself or in Readings' much beloved café, adorned with messages and signatures from a library's worth of authors who've visited or been launched in store. Meet your neighbours through a Readings bookclub – if you can get in. Such is the love for Readings.

## EST



### *A purity of products*

What you won't find at Est is what their loyal customers love most – they've left the nasties out. Dyes, chemicals, synthetic ingredients? No thanks. Pure, natural treats and salves like beeswax and comfrey, baby wool and linen and best sellers here. Lather up with olive oil or goats' milk soaps – what's good for the insides is just as sweet on the outside. You'll find beautiful gifts made from wood, cotton, and fine botanicals, all as true and lasting as nature intended.

## CACTUS JAM



### *A galloon of luxury*

For such a long-term, landmark fixture of fashion in the neighbourhood, Hawthorn's Cactus Jam feels remarkably fresh and exciting. Loyal shoppers put this down to the ever-changing mix of inspired local and international designers, where you can pick up Chloe shoes to go with your Willow dress and mix high-luxury labels with sharp fashion newcomers.

## LUCY LOVES CHARLIE



### *A festival of flowers*

Spring-fresh blooms for your new home. Special vases or sweet little tins to put them in. Unusual foliage or spare, long stalks like sculpture. A lovely range of candles, understated wrap and other precious packages. You won't find flashy cards or supermarket bouquets at Lucy Loves Charlie, and thank goodness for that. They get up before dawn every day to find the freshest leaves and brightest blossoms, so why gild the lily? Like this special store, it's already perfect.

## SWOON



### *A temptation of designs*

Swoon's owners have a simple brief: everything in store should inspire the feeling 'I must have you'. Feel weak. Feel palpitations. Swoon over current obsessions and off-the-radar pieces from emerging artists and designers. Australian-made sunglasses from Colony, Elgar & Lyle's Perspex and mirrored jewellery, Urban Cartel's ceramics collection and cheeky little pieces from Where lovers Die. What more could you swoon over? The house-brand of tea. You might need a cup.

## NORD LIVING



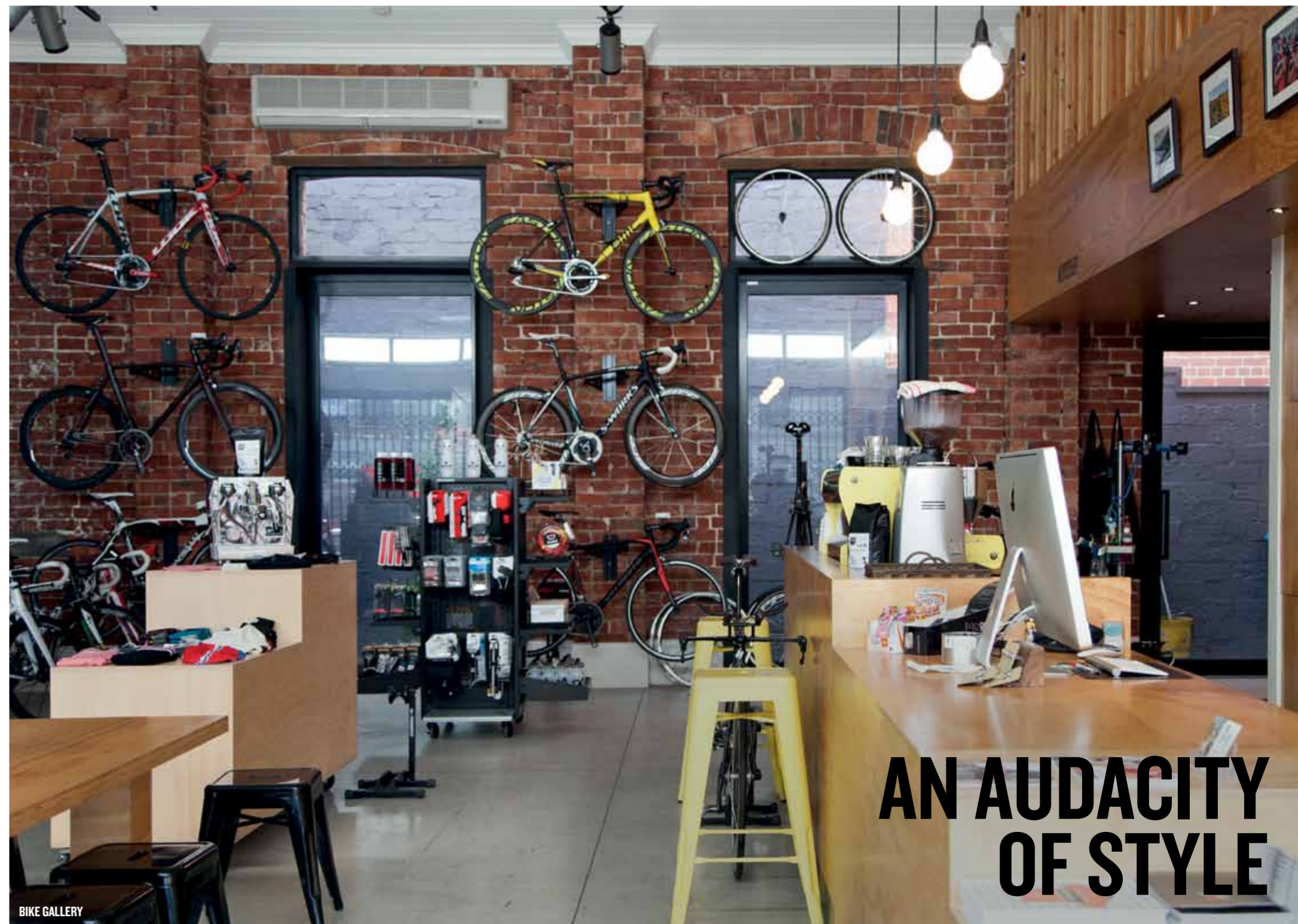
### *A forest of Scandinavian homewares*

Walking in to Nord Living is a blast of piney freshness for the soul. Handmade pieces and vintage items mix with new jewellery, textiles, bags and homewares to make this a space to visit, revisit and savour. The owner grew up in a Swedish forest and is heavily involved in craft and design in both Scandinavia and Australia. She creates magical shop-window displays that are almost installations – hard is the heart that doesn't want a piece of Nord Living to take home.



HOKEY CURATOR

NEW ARRIVALS



BIKE GALLERY

# AN AUDACITY OF STYLE



## MARKET RESEARCH

### Hawthorn Market Assessment

Apartments in Hawthorn have a strong underlying demand as evidenced by rising prices and the delivery of new projects. It is expected that price growth for new apartments in metropolitan Melbourne will be stable to moderate in the short term. However, price growth should resume in the medium to long term as dwelling shortages, continuing low vacancy rates, robust economic and population growth and other fundamental factors drive market conditions.

Melbourne's population growth is strong, with an average of 67,267 new persons per annum over the last 9 years. Since 2001, Melbourne has gained 605,000 new residents, up 17 per cent, rapidly pushing out the urban boundary in every growth corridor. That is far ahead of growth of 447,000 in Sydney, 380,000 in Brisbane, and 303,000 in Perth.

The population of the Boroondara Local Government Area is expected to grow by over 17,600 people over the next 20 years. Currently Hawthorn has a population of 21,177 people.

### Rental Growth

The persistent imbalance between strong demand and weak supply has underpinned house prices and with the limited supply of rental accommodation, has driven rents higher. This stock shortage is also reflected in low vacancy rates that have persisted over recent years. It is further estimated that the stock shortage may be exacerbated in the short-term because of the lags associated with construction, planning and regulatory approval.

### Hawthorn Apartments - Currently

Beds	Ave Price	Ave Rent	Ave Rent Yield %	Median Price	Median Rent	Median Rent Yield %	Listings
1	254,662	\$326	6.66%	195,000	\$320	8.53%	299
2	532,285	\$404	3.95%	520,000	\$395	3.95%	333

### Rental Yield

The indicative gross rental yield in Hawthorn is 5.0%.

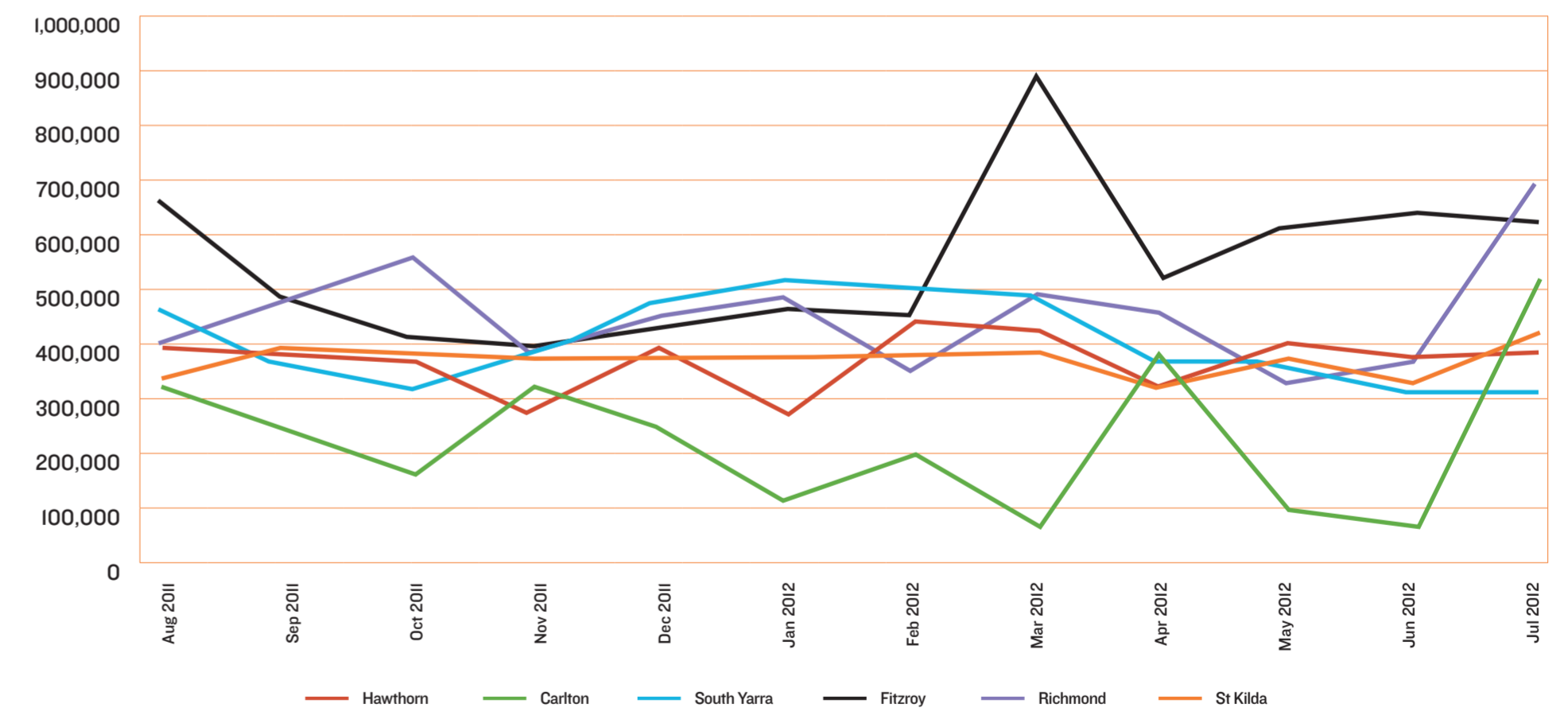
### LAST 12 MONTHS - UNIT PRICE

Median Unit Price	Aug 2011- Jan 2012	Feb 2012 - Jul 2012	Change
Hawthorn	435,750	478,708	(+9.86%)
Fitzroy	550,917	687,833	(+24.85%)
Carlton	334,000	324,663	(-2.80%)
Richmond	544,250	528,500	(-2.89%)
South Yarra	505,154	478,250	(-5.33%)
St Kilda	457,625	456,500	(-0.25%)

### Hawthorn East Apartments - Currently

Beds	Ave Price	Ave Rent	Ave Rent Yield %	Median Price	Median Rent	Median Rent Yield %	Listings
1	384,200	\$302	4.09%	375,000	\$305	4.23%	53
2	620,691	\$402	3.37%	562,000	\$380	3.51%	151

## SUBURBAN APARTMENT PRICES 2011/12



45.7%

of all tenure in Hawthorn is rental with 25.1% fully owned.

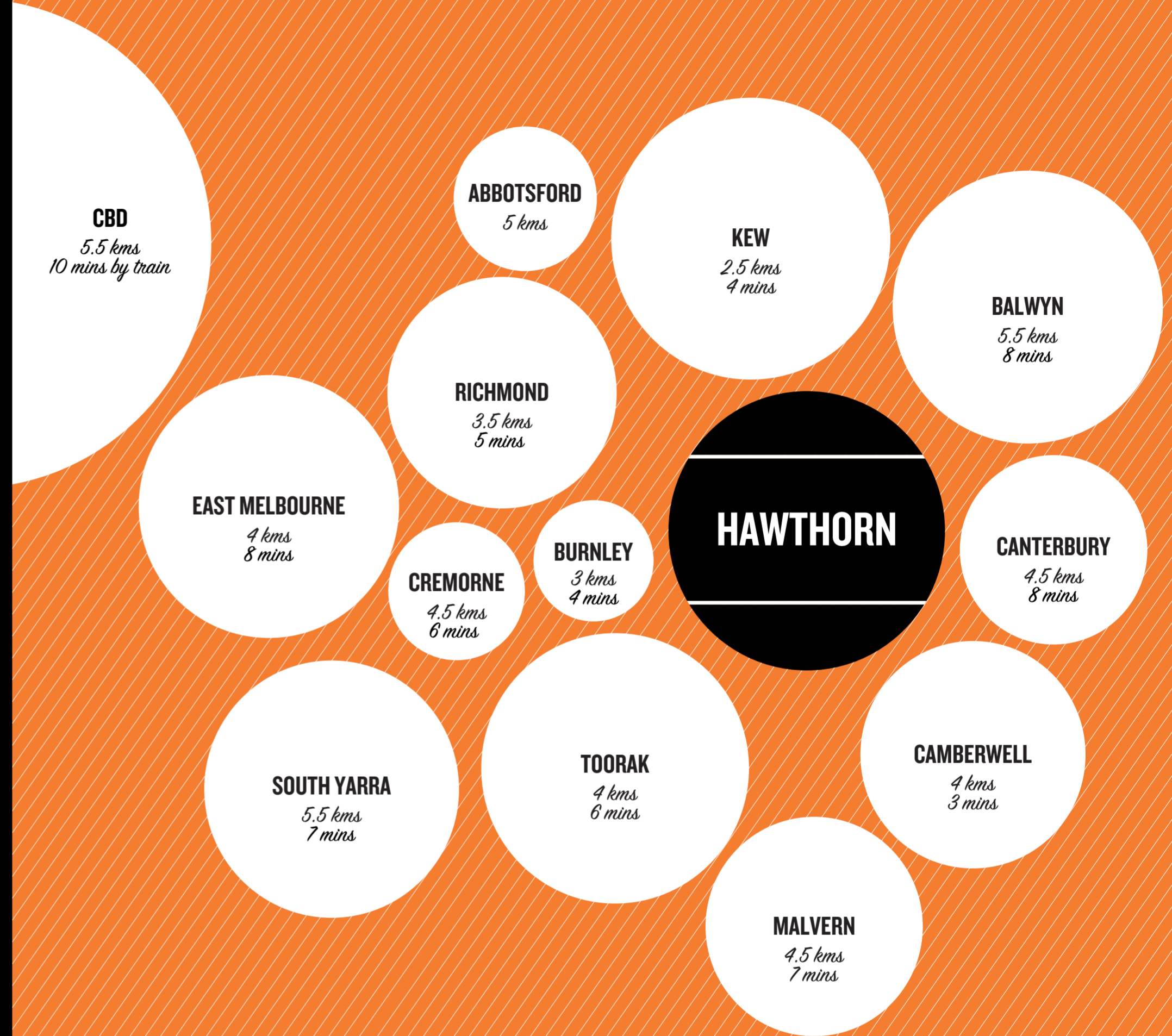
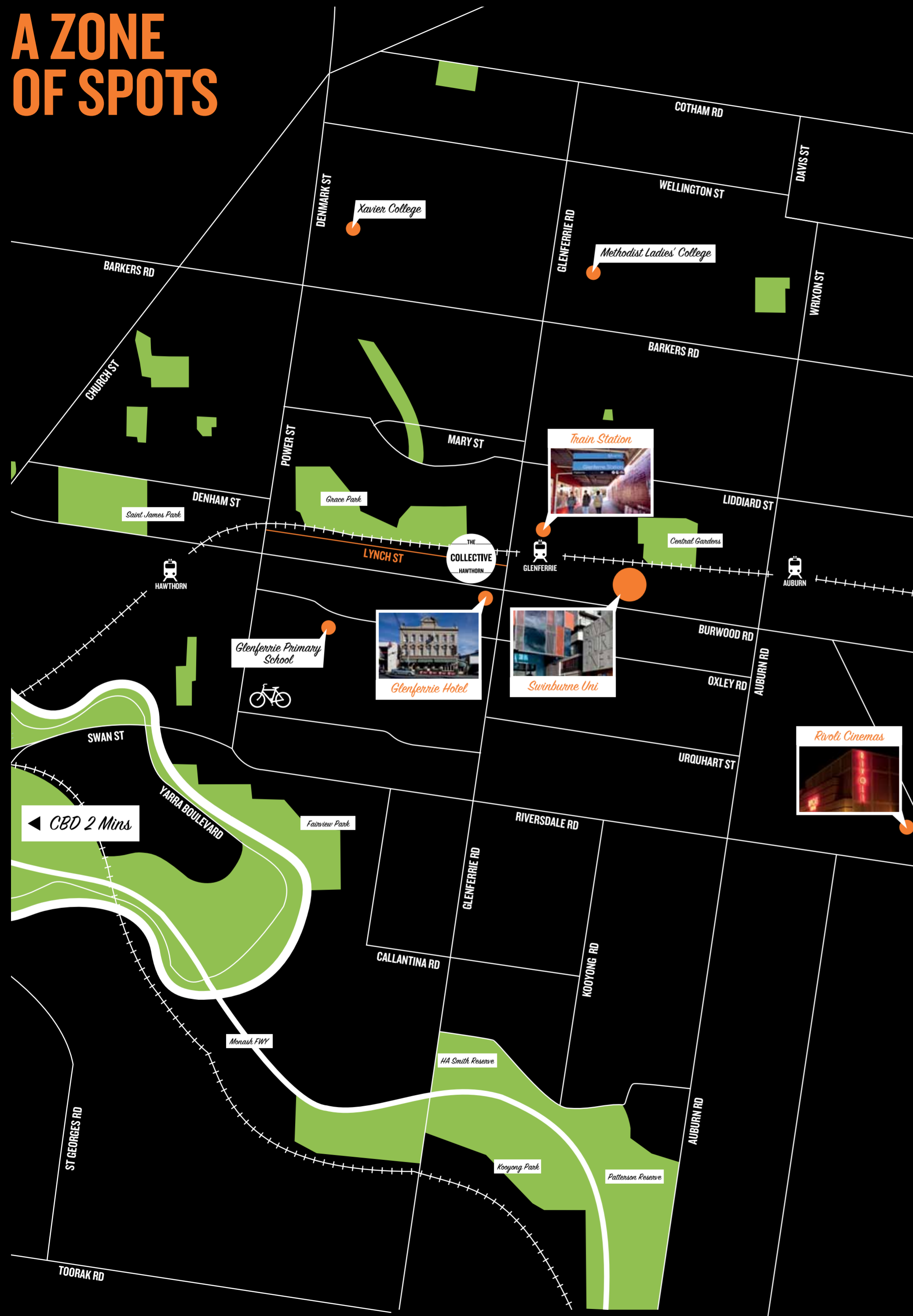
55.9%

of people living in Hawthorn are aged between 15 - 44 years old, the key demographic of apartment dwellers.

63.4%

of people living in Hawthorn are employed, with 54.7% employed as Managers or Professionals.

# A ZONE OF SPOTS



# A NETWORK OF NEIGHBOURS

**25 LYNCH STREET HAWTHORN**

**plus**  
architecture



**APL**  
LIVING

**[www.TheCollectiveHawthorn.com.au](http://www.TheCollectiveHawthorn.com.au)**