

# GARMENT FACTORY LOFTS

## NOW OPEN IN DOWNTOWN EAST



**B**rand new on the scene in Toronto's hip downtown east is Garment Factory Lofts – Atria Developments' live/work industrial conversion that opened recently to rave reviews. The condominium was introduced to the public in October and is already 60 per cent sold. These lofts appeal to first-time buyers, empty nesters, creative individuals (artists, photographers, etc.), and business professionals seeking a live/work loft environment.

Location is part of the reason. Atria is transforming a former garment factory in the Queen Street East neighbourhood into one of the city's hottest loft condominiums. Residents will revel in these exciting surroundings that include popular nightspots such as Barrio, and the eateries Verveine and Gio Rana's Really, Really Nice Restaurant. The Distillery District and Leslieville are just down the street, and eventually this vibrant area will encompass additional retail, residential, and live/work housing when the proposed changes to the Toronto Film Studio environs become reality.

Design shares the spotlight with location, and the spectacular model loft at Garment Factory Lofts is the perfect showcase. This one-bedroom plus den/workspace model by Fleur-de-lis Interior Design Inc. contains examples of the building's interesting architectural details such as the original flared columns, ceilings that soar up to almost 12 feet, and large windows. The model features Wenge-stained kitchen cabinetry, a stone backsplash and island with a stone top, a gas

stove, gas BBQ tee, and an optional gas fireplace.

The eight-storey Garment Factory Lofts is designed by award-winning Core Architects Inc. to meld the original brick warehouse façade with modern steel and glass. Beginning at the third floor, the building terraces are striking. An acid green canopy adds panache to the entry on Carlaw and extends back into the lobby. Every loft will offer a glazed balcony or a spacious terrace with amazing views.

The Garment Factory features 154 lofts comprised of studios, one-bedroom, one-bedroom plus den/workspace, two-bedroom, and two-bedroom plus den/workspace, plus penthouses with views of the lake. Lofts range in size from 525 to 1,303 square feet and are priced from just \$154,900 to the \$380,000s (for a 1,286 square foot two-bedroom plan with a 167 square foot terrace) – the lowest price per square foot of any authentic loft in the city. First occupancies are slated for winter 2006.

Atria Developments also created i-Zone live/work lofts, which is located across the street from Garment Factory Lofts, and is now home to artists, filmmakers, photographers, an opera singer, and other creative spirits.

The sales office is on the ground floor of 233 Carlaw Avenue, just north of Queen. Hours are Monday to Wednesday from noon to 6 p.m.; Thursday from 3 to 8 p.m.; weekends from noon to 5 p.m.; closed Friday. For more information, visit [www.garmentfactorylofts.com](http://www.garmentfactorylofts.com) or call 416-469-8001.



photos by: Tom Malone