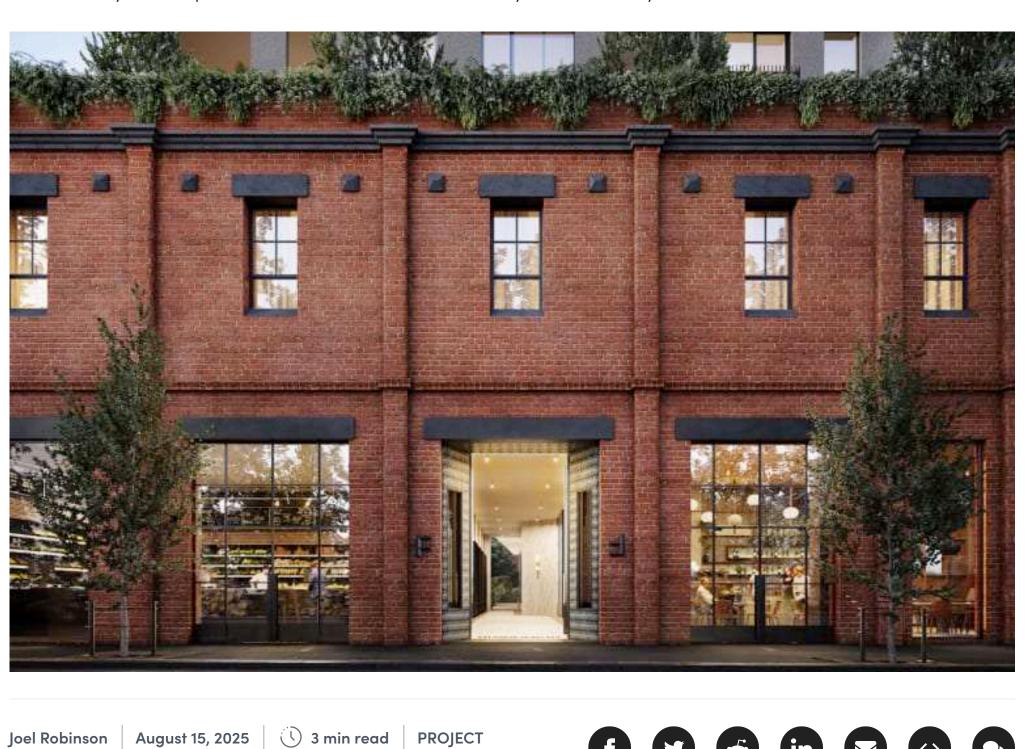
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Cult Design takes commercial and retail space at Fitzroy Fitzroy as founder buys into project

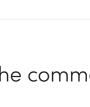
News > VIC > Cult Design takes commercial and retail space at Fitzroy Fitzroy as founder buys into project

Dean Lefkos, founder and director of Chapter Group which is developing Fitzroy Fitzroy, said the project is unlike any development he's seen in terms of its buyer community

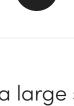


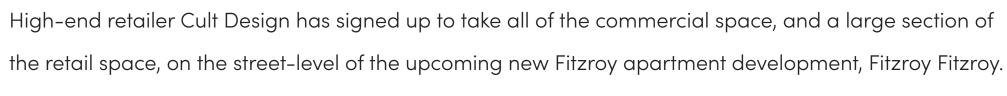
High-end retailer Cult Design has signed up to take all of the commercial space, and a large section of

collaborators themselves.







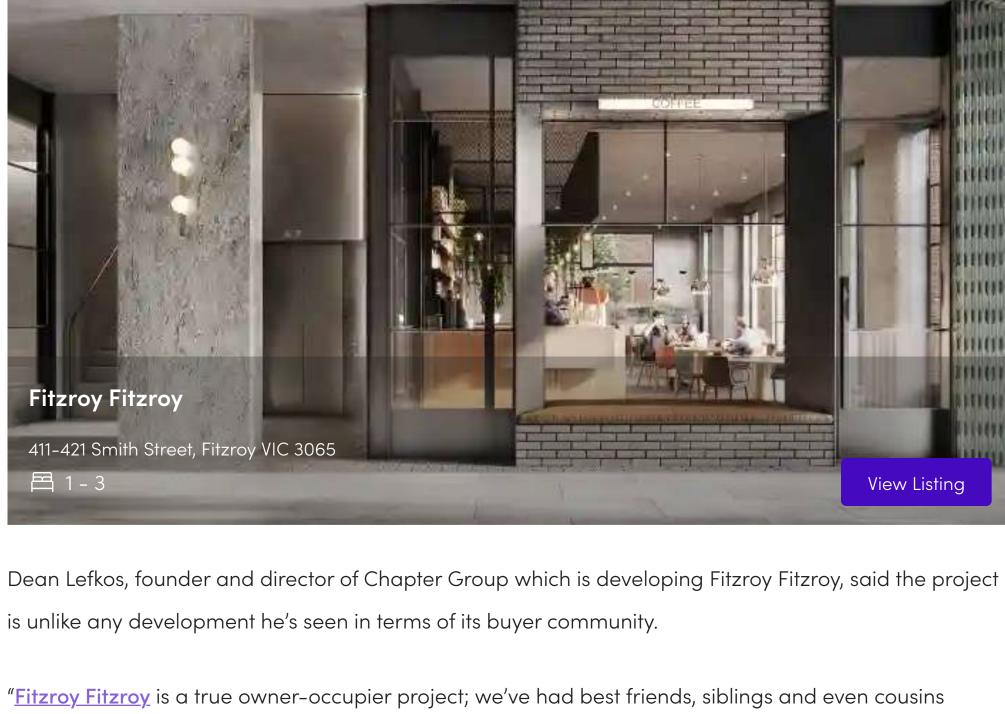


brands, will also furnish the communal areas of the project with Cult's brands, as well as Cultivate — Cult's in-house sustainability program that provides buyback, refurbishment, and recycling services — a program that aligns with the project's efforts to restore and preserve the heritage aspects of the

Cult Design, which offers premium furniture, lighting and objects from iconic international and local

building. Current and future residents will also have the option to purchase a turnkey furnished solution curated by Cult. Cult has taken the entirety of the project's commercial space, and two of the three retail lots, which will form Cult's new HQ and flagship showroom. In a further commitment to the building, Cult Design Founder Richard Munao has also bought one of the

five terrace homes in the project. DKO's Director of Interiors & Design Lead for the project, Michael Drescher, has also bought an apartment in the building. The sales highlight the deep alignment between the project's architectural intent and its growing community of discerning owner-occupiers, including the



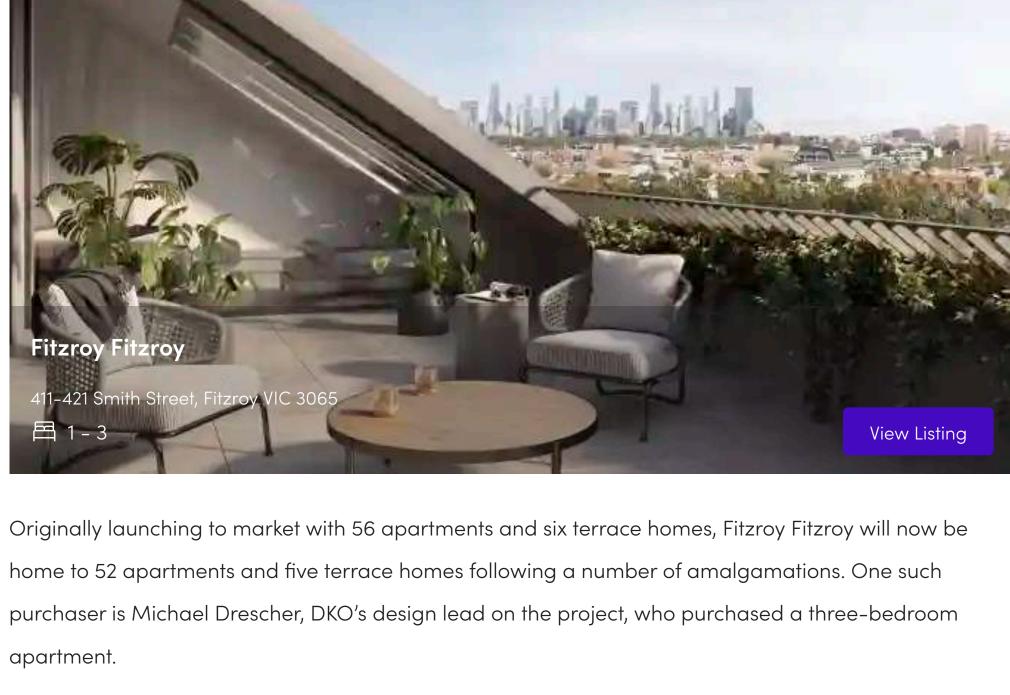
"The architecture and interiors of Fitzroy Fitzroy genuinely reflect the suburb's character, with thoughtful design that has clearly resonated with purchasers."

Located on Smith Street and designed by <u>DKO Architecture</u>, Fitzroy Fitzroy sits behind a grand heritage

purchasing homes, which is truly rare in residential projects these days," Lefkos said.

complete with angular rooftops and a chamfered western side to create sunlit internal spaces and generous viewlines.

brick facade, once home to MacRobertson's Garage and Workshop, and reaches nine storeys high,



"I sensed early on that the building would foster a strong sense of community, and that feeling came to life during one of the purchaser events — everyone had the chance to meet their future neighbours, but it felt more like a gathering of old friends coming together.

anticipated strong interest from owner-occupiers and particularly those already living in the area. The

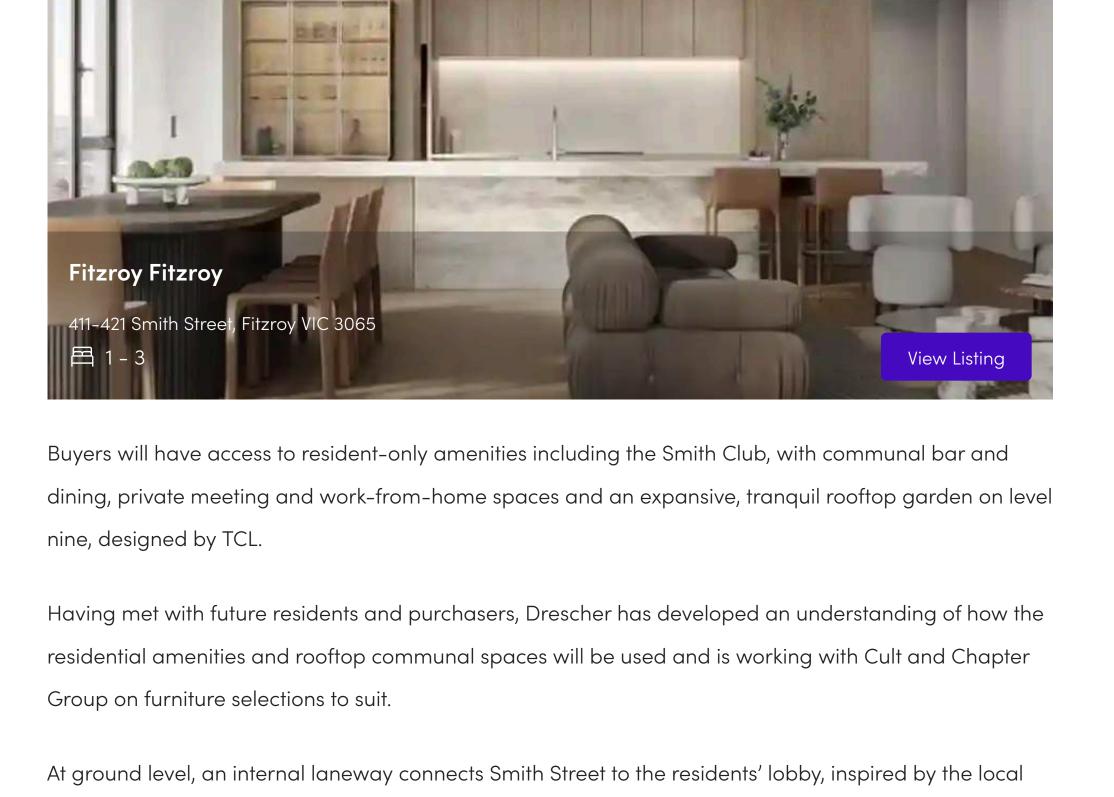
"At DKO, we invested considerable time in crafting each floor plan with care. From the outset, we

apartment we purchased was always one of my favourite floor plans in the project."

that I knew this was a place we could truly call home," Drescher said.

"I knew the site well, it's a pocket of Fitzroy I've always admired, but it was through designing the interiors

and meeting future residents



Access the latest brochure, pricing and floorplan details for Fitzroy Fitzroy - 411-421 Smith Street, Fitzroy.

Bedrooms: 1 № Bathrooms: 1 🖨 Carparks: 1

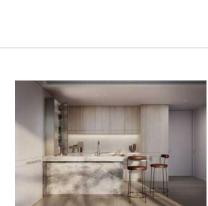
Where Heritage Meets Modern Sophistication on Trendiest Street

arcades in Melbourne's CBD, with Cult's future corner showroom to be located behind the existing brick

Limited apartments remain, ranging from \$720,000 to over \$4 million. Three yet-to-be-released sub-

New Apartments for sale in Fitzroy Fitzroy - 411-421 Smith Street, Fitzroy

facade, with large windows opening onto both Smith Street and Leicester Street.



penthouses will launch to market in spring.

2 bedroom apartments from \$1,220,000 Bedrooms: 2 P Bathrooms: 2 G Carparks: 1

Unveils Quiet Luxury in the Heart of Fitzroy

Bedrooms: 2 № Bathrooms: 2 🖨 Carparks: 1

2 bedroom apartments from \$1,260,000

Oversized one bedroom residence

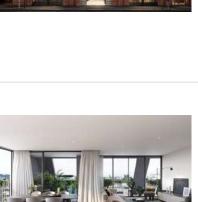
1 bedroom apartments from \$720,000

Check availability

Check availability

Check availability

Check availability



3 bedroom apartments from **\$2,100,000**

North East Corner - Fitzroys Best

3 bedroom apartments from \$2,325,000

Bedrooms: 3 № Bathrooms: 2 🖨 Carparks: 2

Homes sized 277sqm - The ultimate entertainer

Bedrooms: 3 & Study: 1 PBathrooms: 2

Three Bed Sky Home

☆ Total area: 130m²

Check availability

Check availability



Carparks: 2 Total area: 277m²

3 bedroom apartments from \$4,985,000

3 bedroom apartments from \$3,485,000

Check availability

Check availability

□ Bedrooms: 3
□ Study: 1
□ Bathrooms: 2
← Carparks: 2 Total area: 224m²

The Ultimate Sub-Penthouse 3 bedroom apartments from **\$6,250,000** Bedrooms: 3 & Study: 1 M Bathrooms: 3

224sqm - Oversized, Privacy & City Views - North West facing!

New Townhouses for sale in Fitzroy Fitzroy – 411–421 Smith Street, Fitzroy

retain the heritage facade

2 bedroom townhouses from \$3,350,000

← Carparks: 3

Access the latest brochure, pricing and floorplan details for Fitzroy Fitzroy - 411-421 Smith Street,



Fitzroy.

Bedrooms: 2 № Bathrooms: 2 🖨 Carparks: 2 Check availability Total area: 294m²

294 sqm! Modernised with a distinctly Fitzroy edge. The Terrace Homes

Joel Robinson is the Editor in Chief at Apartments.com.au, where he leads the editorial team and oversees the country's most comprehensive news coverage dedicated to the off the plan property market. With more than a decade of experience in residential real estate journalism,

Joel Robinson ⋈

Joel brings deep insight into Australia's evolving development landscape. He holds a degree in Business Management with a major in Journalism from Leeds Beckett University in the UK, and has developed a particular expertise in off the plan apartment

space. Joel's editorial lens spans the full lifecycle of a project—from site acquisition and planning approvals through to new launches, construction completions, and final sell-out delivering trusted, buyer-focused content that supports informed decision-making across the property journey

