

## Case Study Nine

# Trio

Camperdown, Sydney.

### Project.

Designed by Fender Katsalidis Architects, Trio was a triumph in design and contemporary inner-city apartment living in the trendy and gentrified suburb of Camperdown in Sydney's inner-west. Trio comprises 397 apartments located within three adjoining buildings, known as Trio South, Trio Central and Trio North.

The complex boasts an award-winning 33-metre vertical garden designed by internationally renowned French botanist Patrick Blanc, a 50-metre outdoor pool dubbed as one of Sydney's coolest pools by The Sydney Morning Herald, an indoor heated pool and gym, and landscaped outdoor areas featuring sandstone sculptures.

### Challenge

Capital has been managing the communications and media relations requirements for Frasers Property Australia's Trio residential complex since 2007.

Completed in late 2009 and now almost entirely sold, Capital continues to ensure that the development receives regular coverage in key property media such as Sydney Morning Herald Domain — where Trio has appeared a number of times on the cover.

Through our inventive supply of stories to the media, as well as suitable case studies and sales updates, Trio is now a well-known and highly regarded complex that is often referred to by the media.

Our focus with Trio has always been on its innovative design elements, such as the indoor/outdoor loggia space each balcony provides, as well as the features such as its Patrick Blanc designed vertical garden and incredible facilities such as a 50m outdoor pool.

### Solution

Trio has been frequently featured in design, luxury and lifestyle magazines as many of the apartments were fitted out by leading Sydney designers such as Smart Design Studios and Coco Republic. This continuously contributed to Trio's positioning as a high-end, aspirational lifestyle development, particularly attractive to owner-occupiers who were looking for the vibrancy that inner-city living offers while maintaining a peaceful and private residency. Trio's sales and marketing campaign was very successful with all apartments selling quickly.

