



The lure of Couture

In April, Monarch Corporation and The Philmor Group unveiled the stunning model suite in their Couture condominium at Bloor and Jarvis. This Toronto location within walking distance to Yorkville provided the inspiration for Couture's sexy exterior design.

The slender 44-storey tower created by Graziani & Corazza Architects Inc. will offer panoramic views of the city and beyond, and will cater to the vibe of the in-crowd.

Who better to envision a model suite and interior spaces that complement this sophisticated look than Mike Niven of Mike Niven Interior Design Inc.

Niven appointed the two-bedroom + den model suite (pictured above) with a décor he calls "glamour without glitz." Smart modern furnishings, hardwood flooring, and an innovative floating kitchen island are among the focal points in this stunning space.

"The entire suite is done in greys to suggest photography," Niven says.

"It's a very modern sensibility, with grey washes over woods, and a lot of custom furnishings in shades of grey. Even though the look is contemporary, it also communicates a touch of glamour."

High fashion rules in this model that is as comfortable as it is contempo-

rary. "The ambience is moody but not stark," Niven explains, "with dark laminated floors complemented by custom millwork with a zebra wood wash.

"The living/dining room is spacious enough for two sofas and a chair, plus a dining table that is framed in zebra wood washed in grey and can seat six. We added unique pieces such as the chandelier that has upside-down champagne glasses on it, and interesting artwork on the walls."

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Mike Niven

The master bedroom showcases the Hollywood glamour of the model, with a grey on grey etching of Audrey Hepburn highlighting the bed's glass mirror headboard.

"Beautiful billiard cloth and silks and a fur throw add textures to make this room luxurious but modern. It's glamorous without being glitzy," Niven says. "Purchasers here will expect sophistication and panache — and they'll get both."

Couture's amenities include a Niven-designed lobby, and the Couture

Club with its party room and caterer's kitchen, bar and billiards table; fitness room with cardio, yoga and aerobics area, and commercial-grade workout equipment; his and hers saunas; and a shared indoor pool with a Bloor Walk.

Suite appointments include granite countertops and stainless steel appliances in the kitchen, an individually controlled year-round heating and air conditioning heat pump system, plus energy and money-saving green features such as ENERGY STAR®-rated appliances, low-emission laminate flooring, individual suite metering of hydro consumption, an automated recycling collection system, and more.

One-bedroom, one-bedroom + den, two-bedroom, and two-bedroom + den suites range in size from 557 to 977 sq. ft. Prices start from the mid-\$300s and include one year free maintenance.

The Couture sales centre and model suite are located at 600 Jarvis St. (just south of Bloor).

Hours are Monday to Thursday from noon to 6 p.m.; Friday closed; weekends and holidays from noon to 5 p.m.

for more information

» Call 416-966-2791 or visit monarchgroup.net