

REAL ESTATE

LX Collection begins international expansion

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Toronto will join the list of the platform's top luxury residential markets worldwide. Image credit: LX Collection

By LUXURY DAILY NEWS SERVICE

Luxury condominium development digital platform LX Collection is announcing its expansion to Toronto, its first market outside of the U.S.

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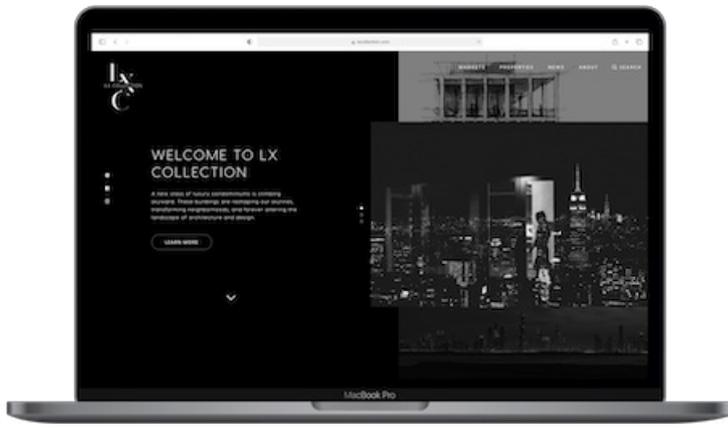
Toronto will join the list of the platform's top luxury residential markets worldwide. With this expansion, LX Collection is aiming to continue to provide a multichannel, content-rich platform to search and explore top-tier developments.

"Toronto is an international destination that attracts buyers from all corners of the globe," said Scott Laine, chief operating officer of **LX Collection**, in a statement. "By providing a singular luxury website that is property-focused, LX Collection invites buyers to understand the full concept, architecture, design, and narrative behind each unique property."

LX Collection in Canada

The Toronto page on LX Collection will include 11 luxury condominium developments including Alterra's 321 Davenport; Atree Development's Forest Hill Private Residences; Menkes Developments' Adagio and Sugar Wharf; Pinnacle International's SkyTower and The Prestige at Pinnacle One Yonge; Platinum Vista's No. 7 Dale; Slate Asset Management's One Delisle; Tridel's The Well Signature Series; Hines Tridel's Aqualuna; and Westbank's King Toronto. LX Collection plans to add additional new luxury developments through the remainder of the year.

LX Collection has presented its platform as a singular destination for affluent buyers, elite brokers and world-class developers. Offering a fully immersive experience, each luxury development on the site has its own in-depth, interactive property page highlighting the condominium's design, amenities, availability and more.



LX Collection is focused on luxury condominium developments. Image courtesy of LX Collection

The platform also connects buyers and brokers directly to the development's sales team.

Last year, digital marketing and advertising agencies Knightsbridge Park and The Villani Group introduced the platform. The platform also offers in-depth real estate news coverage and targeted regional segmentation for better-tailored consumer experiences ([see story](#)).

In addition to Toronto, LX Collection is currently available in the New York, Miami and San Francisco markets. Forthcoming launches include London and Los Angeles.

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