

upshift

A fresh brand for the next level of design & luxury in Chicago's booming River North neighborhood

NEXT  
APARTMENTS



### challenge

NEXT Apartments injects a whole new level of refinement, luxury and curated design into the hot River North neighborhood of downtown Chicago. Developed by Fifield Properties, this sleek glass and steel high-rise offers unparalleled views, a luxury amenity deck with pool and cabanas, and exquisitely-designed interior spaces. Many “firsts” were done at NEXT, including a house dog who owners can relax and bond without the responsibilities of dog ownership.

### solution

Those “firsts” were carried into the branding and marketing. UpShift created a brand that appears as light and airy, refined yet effortless, as the building itself. We balanced a careful line between luxury and approachable, high fashion with urban savvy—this is evident in the lifestyle photo choices, color palette and logo design. The website is state-of-the-art too, utilizing responsive design, full-width images, and tie-ins for real-time pricing, social media integration and CRM management.

### results

NEXT was the first large-scale project to be developed on the land formerly known as Cabrini Green. As a result, it had to establish the tone for the entire neighborhood—as a luxurious and desired place for young professionals and families to live, work and play. We weren't just marketing one building, we were creating a lasting image for an entire community. Lease-ups at NEXT have been strong, with high traffic volume on NEXT's website and social channels that we manage.

#### industry

- real estate

#### deliverables

- brand strategy
- logo and identity
- web site design
- marketing collateral
- enews
- advertising
- social media