

upshift

Upscale, single-family row homes near The 606 in Bucktown, one of Chicago's hottest & trendiest neighborhoods.

ENCLAVE
BUCKTOWN



industry

- real estate

deliverables

- brand strategy
- naming
- logo design
- marketing collateral
- web site design
- signage
- advertising

website

- EnclaveResidential.com

challenge

Harlem-Irving Corporation is a leading national developer of shopping centers, retail and commercial developments, and multi-unit residential real estate. They sought to build on the huge success of their Emerald Condominium project in the West Loop that we branded and marketed by turning their attention to another hot, trendy neighborhood. The reason Harlem-Irving selected Bucktown for their new development was to capitalize on a trend of affluent, urban families choosing to stay in the city within select desired enclaves that offer convenient shopping, good city schools, and a walkable lifestyle along with the cultural activities of downtown.

www.upshiftcreative.com

solution

Because of our success branding Emerald with a lifestyle campaign that also utilized the latest trends and technologies, Harlem-Irving relied on UpShift to deliver sales for these luxurious single-family homes.

We started with a name that captures the spirit of the area—a distinct pocket where buyers pay a premium to be near the coveted 606 Trail. Homeowners are rewarded with shorter commutes, luxury shopping and a dynamic, creative neighborhood. Our brand, logo and marketing appealed to these high-income buyers yet retained an air of individuality mixed with comfort and opulent elegance. It was a careful balance to pull off.

results

Harlem-Irving built a strong initial presence in the market, capturing important pre-sales. Perhaps more importantly, they earned the adoration and buzz of the local community—neighbors and community leaders who were happy to see a quality, creative product being brought to their neighborhood.

Our brand appealed to urban high-income buyers who value individuality, elegance and distinctive design. To get the right vibe, we toured local high-end boutiques and consignment shops that specialize in Mid-Century furnishings. We also tapped in to our deep knowledge of luxury consumer branding in technology and home furnishings.