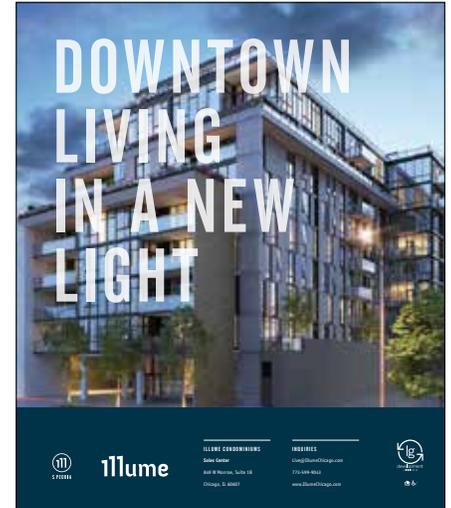
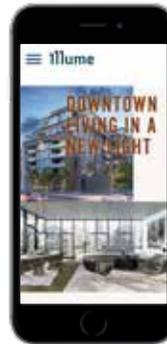


upshift

Illume lights up Chicago's West Loop neighborhood and sets a new standard for ultra-luxury sales in downtown.

illume



industry

- real estate

deliverables

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

website

- IllumeChicago.com

challenge

Illume is one of the first brand new condominium developments to be built in the West Loop since the great recession. In a neighborhood dominated by timber lofts of the historic meat-packing district, Illume is a beacon of luxury and refinement.

Condominiums at Illume would be one of the priciest offerings outside of the Gold Coast, so LG Development needed an agency that could connect with an affluent community. Due to our deep roots in luxury real estate across the nation, UpShift was the ideal choice to build a brand that resonates with the top 1% of HHIs and international buyers.

solution

To position the West Loop as Chicago's hot, new luxury market, the brand we built had to act as a beacon. Therefore, we created the name Illume to communicate warmth, presence and luminosity. Repeating I and L characters in the name cleverly references the address at 111 S. Peoria, too—look for it.

To tap into the West Loop's creative edge, our marketing messaging plays up innovation and fresh thinking by utilizing quotes from famous artists, chefs, designers and other trend-setters. The website features a custom video that intersperses those quotes with images of the neighborhood and building finishes.

results

Just like our first real estate project in the West Loop, Emerald, did many years prior, Illume sets a new branding standard for the West Loop that other developments will aim to meet. People are talking about Illume because of its incredibly refined brand and carefully integrated marketing materials. That's how you create a legend.

LG communicated how we helped achieve a remarkably fast sales pace, helping them break ground and open a leasing center earlier than planned. Our work has been awarded by top design competitions for branding, logo, video, sales center and web.