

A Hand-Crafted Luxury Living for Chicago's Fulton Market

OBJECTIVE

UpShift partnered with Marquette Companies to brand Evo Union Park, a class-A multifamily building in the eclectic and revitalized Fulton Market neighborhood of Chicago.

SOLUTION

We created a brand inspired by the area's rich history of craftsmanship, reflecting the spirit of meatpackers, bricklayers, and everyday workers who shaped Chicago. The brand infused industrial elements with refined design, while the custom website helped achieve record rental rates and fast lease signings. Our marketing, signage, and print marketing also earned multiple awards for branding, design, and execution.

RESULTS



