

# Bespoke Private Condominiums Overlooking Millennium Park

## OBJECTIVE

Parkline Chicago offers a remarkable residential experience overlooking Chicago's infamous Millennium Park. With an enviable location, along with stunning views, abundant amenities, and exceptional service, these bespoke condominium residences priced from \$2 million deserved an elegant brand and refined marketing collateral.

## SOLUTION

UpShift's experience with modern luxury brands (Snaidero, Steelcase, AutoCamp) fit the need for high-end print, digital, advertising, social media, signage, and website design.

## RESULTS



