Niche 905 Apartments Chicago, IL

Upscale Chicago apartment marketing targets trendsetters

OBJECTIVE

Create a brand and marketing strategy for an ultra-upscale Class-A apartment community in a sought-after area of downtown Chicago, near River North, Old Town, and the Gold Coast.

SOLUTION

UpShift developed an artistic brand with engaging advertising that resonates with young professionals. Marketing efforts utilized digital channels, social media, radio, transit signage, and a custom website with API feed to connect with target demographics where they work, live, and play.















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Chicago, IL

Overview





plan C1 Convertible 1 BATH 576 SQ F1

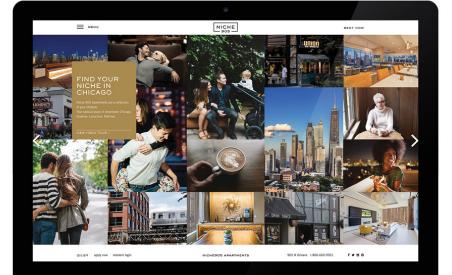


KEY PLAN	N=	APARTMENT
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1-1-1-PPP	-m	· Walk-in closet*
n. maxed a	00-05	· Amazing city via
	T	Thoughtfully der foorplans
Ress 15-17	05	Contemporary of soft-close doors and built-in wine
		 Stainless steel a ice maker and g
" unique lo Ibis plan		- Dishwasher and
Plans, weeks, dimensions a subject lochange. All dim are approximate.		 Quartz kitchen o with glass tile ba

are approximate. NICHE 905 LUXU













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NICHE 905			
Q			
CLOSET	LUNING ROOM 12 - 6* x 20* - 6*	÷	
SHLIGHTS Luxurious porceluin tiled bettroom Westher and dryer Luxury plank flooring throughout throughout windows	BUILDING FEATURES - Rooftop pool and spa - Outdoor bar and griling stations - Skydack lounge with large fira-pt - Amazing 260° city views	Spacious entertainment room . 24/7 Front desk conclurge On-site dog run and pot grooming ava Community garden	
 Individually controlled heating and coaling Roller shade window treatments ritigs 		- Bika workshop and 110-bika storage ania UEED cartification - Indoor parking - Gigabit internet ready	tainment room k concierge k and pet den and 110-bike
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Business Cards



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Brochure Cover





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Brochure Spread



EXQUISITELY YOURS

If style and sophistication is what you seek, look no further. These luxury apartment homes-convertible, 1, 2 and 3 bedrooms—will satisfy your desires for the good life, and then some. Bring out your inner foodie in the gourmet kitchen. Enjoy cocktails while hanging out on your own balcony. Binge watch your favorites on Netflix in your expansive bedroom. Amp up your wardrobe (you'll have space for that now.) Whatever your dreams, you'll find your place here.

APARTMENT HIGHLIGHTS

- Contemporary cabinetry with soft-close doors and drawers and built-in
- Stainless steel appliances with ice-maker and gas range
- Dishwasher and microwave
- in select units

- Luxurious porcelain-tiled bathrooms
- Luxury plank flooring
- Balconies in most units
- · Floor to ceiling windows
- · Amazing city skyline views
- Quartz kitchen countertops Thoughtfully designed with glass tile backsplashes floorplans
- Breakfast bars and islands · Central heating and cooling
 - · Window treatments



Floorplan







Website



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Website Pages



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ARE YOU READY TO FIND YOUR NICHE? »

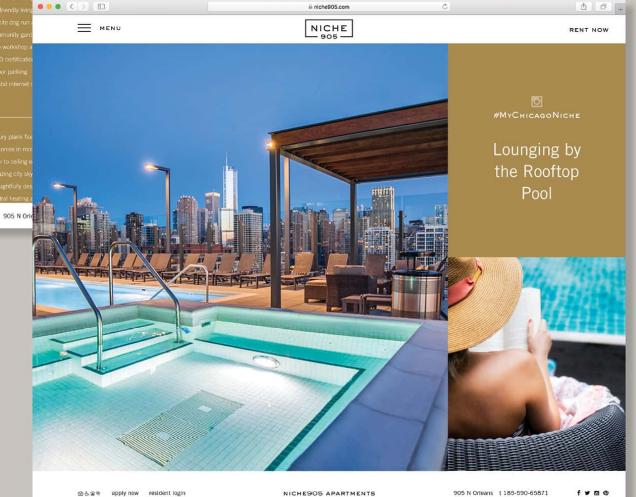
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Interior Sign





Exterior Sign



Staying in on Friday Night





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736–1,643 sf

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