

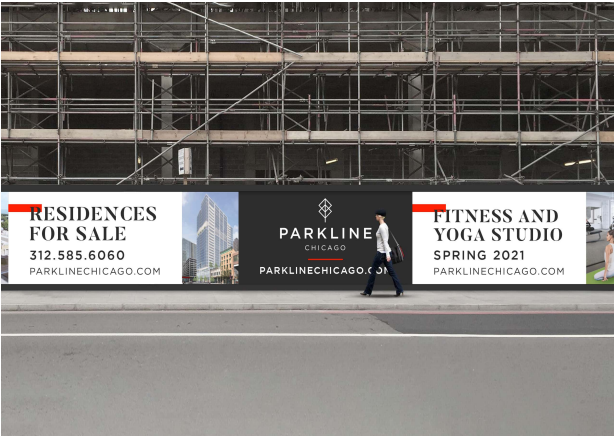
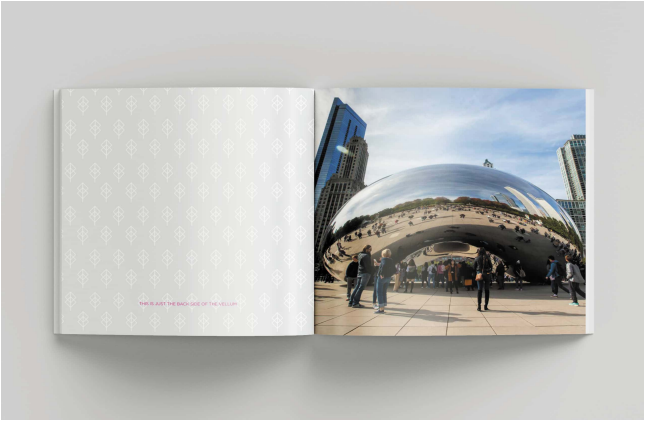
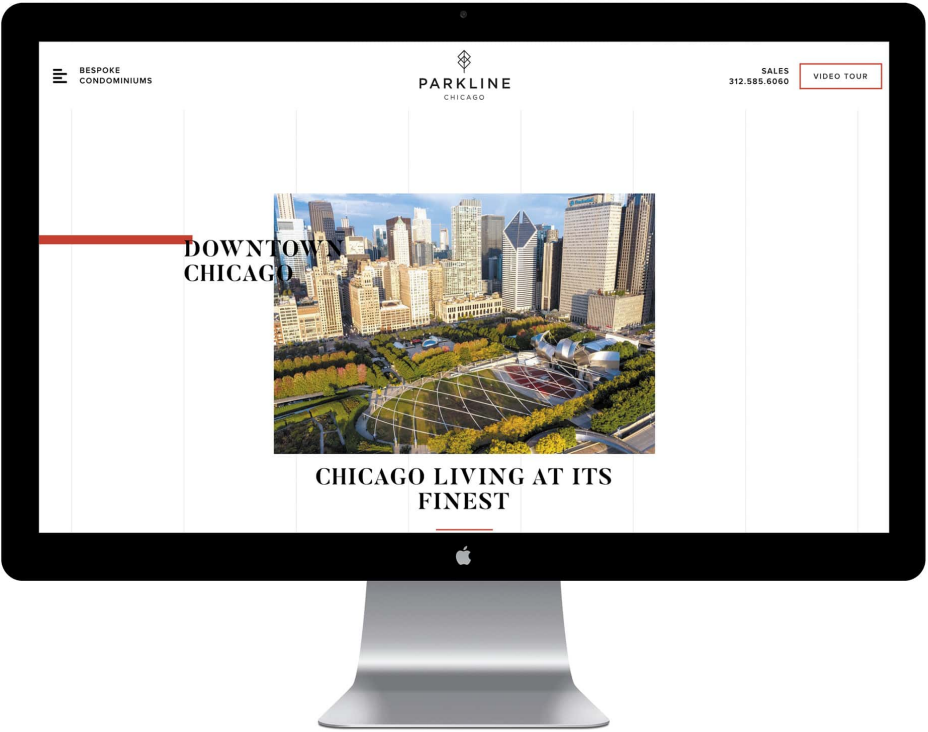
upshift

Parkline Chicago Condos
Chicago, IL

**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.



upshift

Parkline Chicago Condos

Chicago, IL

Book



Parkline Chicago Condos

Chicago, IL

Interior Spread

3 | Endless Amenities

27 | Exquisite Views

45 | Architect's Vision

51 | Bespoke Residences

65 | Loop Living

A NEW LINE
IN LUXURY



Bespoke Condominium Residences in The Loop

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Parkline Chicago Condos

Chicago, IL

Interior Spread





The Experience

CHICAGO LIVING AT ITS FINEST

Upscale living with all the perks. Live just steps from Michigan Avenue, Millennium Park, the Riverwalk, the Theater District, and world-class museums, restaurants, shopping and more.

Make your daily routine anything but routine. Walk amongst Chicago's architectural gems as you check off the items on your agenda. When you live this close to the celebrated Riverwalk, your commute could easily include a water taxi or even a healthy riverfront stroll to your corporate headquarters.

Evenings can be dedicated to theater and entertainment because you will be an easy walking distance to the Chicago, Cadillac or Harris Theaters, plus so many others. Later, meet friends for a rooftop cocktail then dinner at a world-class restaurant. Whatever the occasion, Parkline Chicago provides every opportunity to celebrate America's most livable city.

Fashion is fuel along the Magnificent Mile. Immerse yourself in a plethora of luxury retailers, clothiers, spas and jewelers. Nordstrom, Apple Store, Burberry, Nieman's... it's choices galore.

Chicago living at its finest is where great music, art, shopping and recreation thrive alongside the majestic Lake Michigan shoreline. And it's all in your new backyard.

Parkline Chicago Condos

Chicago, IL

Interior Spread



Rising above the park at the corner of Randolph and Wabash, Parkline Chicago offers 365-day access to The Loop, lakefront and parks.

ARCHITECT'S VISION

“GOOD DESIGN
ALLOWS YOU
TO BE YOU.”

Thomas Roszak



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Parkline Chicago Condos
Chicago, IL

Leasing Center Graphics



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Parkline Chicago Condos

Chicago, IL

Leasing Center Graphics



Parkline Chicago Condos

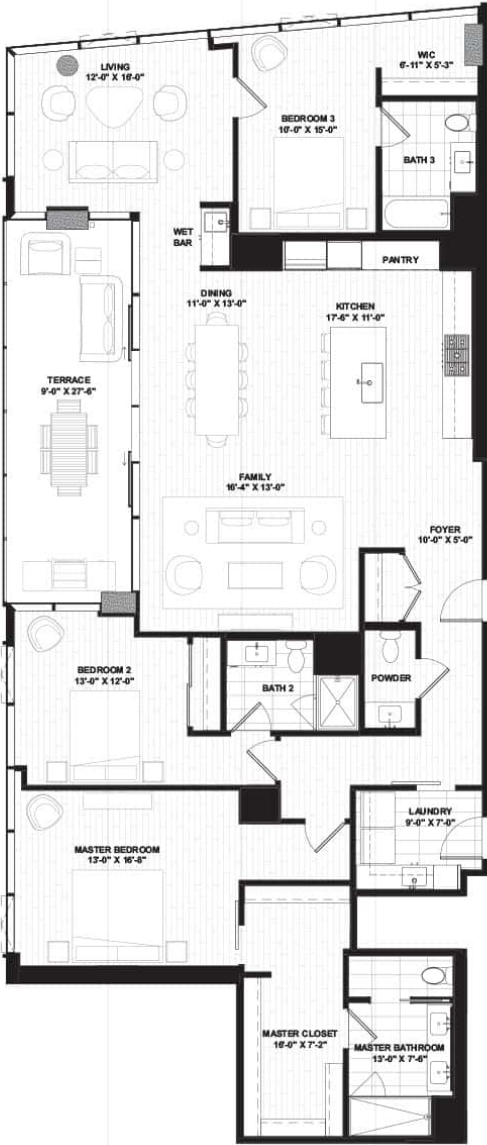
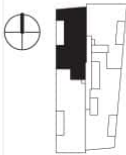
Chicago, IL

Floor Plan Sheet



C

3 BEDROOM | 3.5 BATH
2250 SQ FT
247 SQ FT TERRACE



60 EAST RANDOLPH
CHICAGO, IL 60601
312.585.6060
PARKLINECHICAGO.COM



All depictions are renderings of the proposed units and may not be a completely accurate depiction of the units for sale upon completion. All furniture, washer & dryer, master closet shelving and exterior grill are not included.



Parkline Chicago Condos
Chicago, IL

Business Cards



Parkline Chicago Condos

Chicago, IL

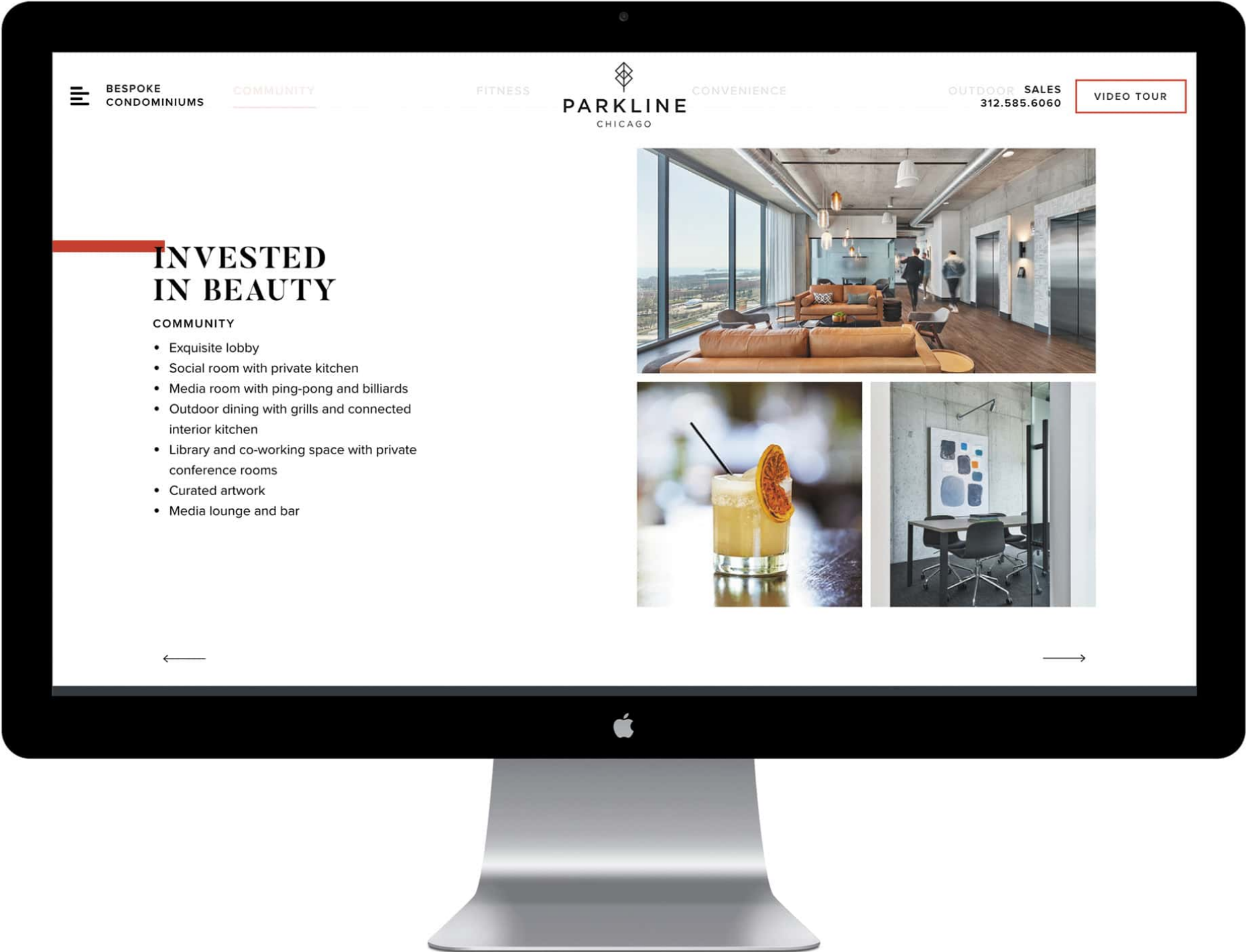
Custom Website Design



Parkline Chicago Condos

Chicago, IL

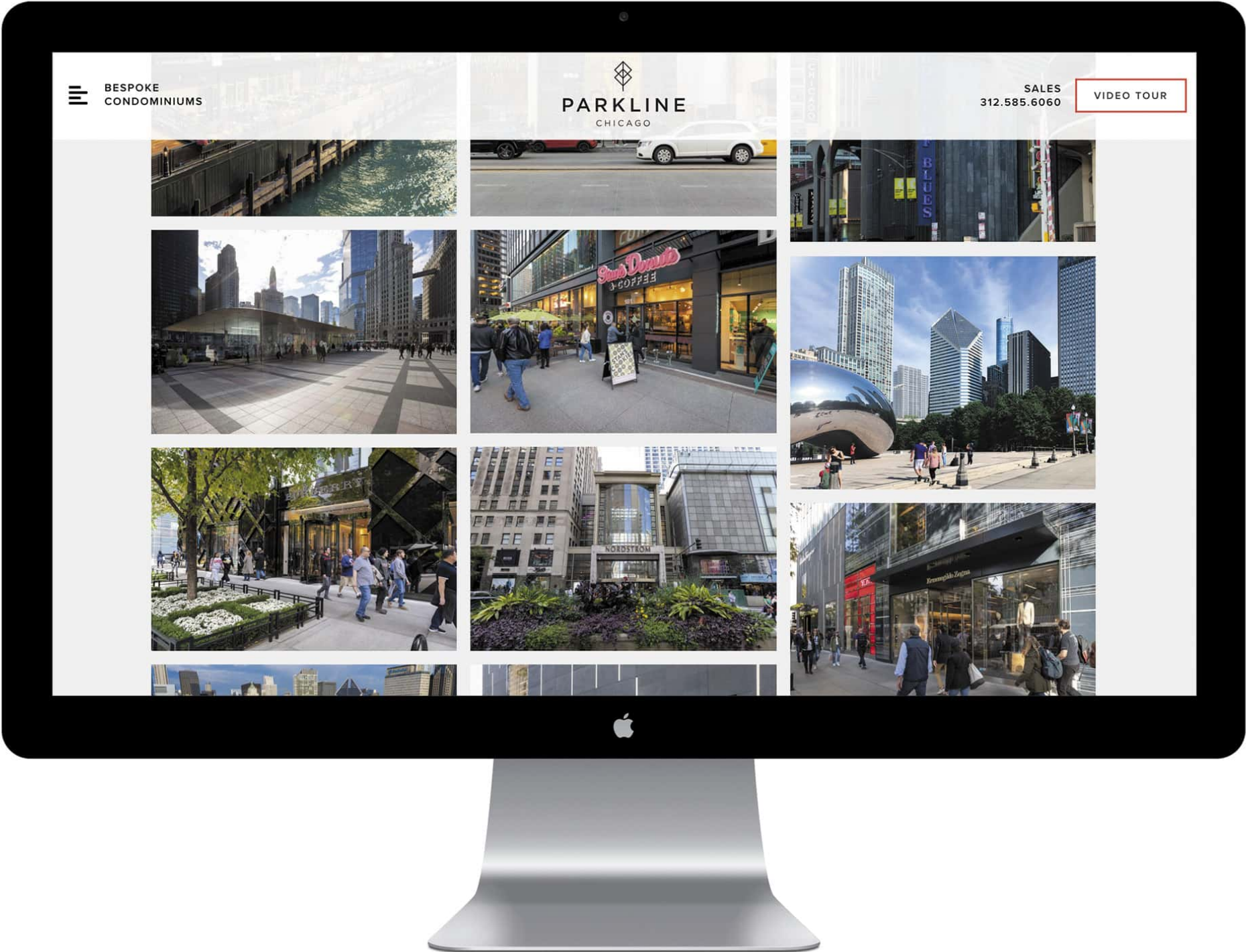
Amenities Webpage



Parkline Chicago Condos

Chicago, IL

Website Gallery



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Chicago, IL

Construction Signage





**RESIDENCES
FOR SALE**
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**FITNESS AND
YOGA STUDIO**
SPRING 2021
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Chicago, IL

Umbrella & Tote Bag

