

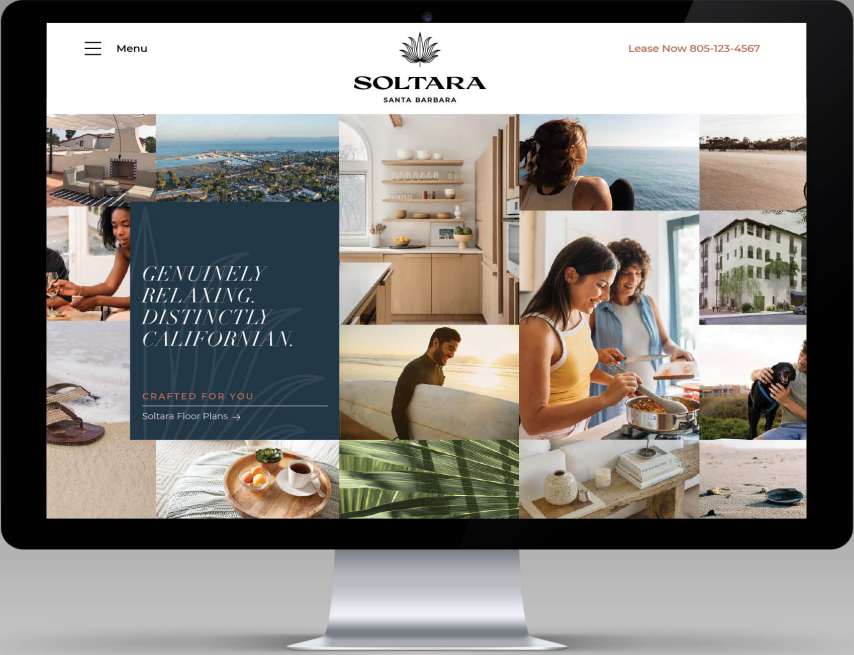
upshift

Soltara Santa Barbara
Santa Barbara, CA

Living dolce vita in
America's Riviera

OBJECTIVE
Soltara is a boutique luxury apartment in downtown Santa Barbara, steps from State Street and the beach. Developer Peter Lewis sought a relaxed, refined design to match the premium location and views.

SOLUTION
UpShift crafted the name "Soltara," blending "sun" and "land" to reflect the coastal lifestyle. Drawing inspiration from "quiet luxury" brands, we developed the messaging, logo, and marketing to position Soltara for young professionals, UCSB students, and work-from-anywhere tech pioneers. Opening in 2024.



Soltara Santa Barbara
Santa Barbara, CA

Overview



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Soltara Santa Barbara

Santa Barbara, CA

Marketing Collateral



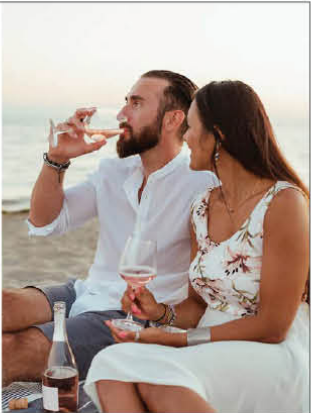
Soltara Santa Barbara
Santa Barbara, CA

Marketing Collateral

*GENUINELY
RELAXING.
DISTINCTLY
CALIFORNIAN.*

Situated in the heart of Downtown Santa Barbara, Soltara was created just for you. Amazing views, authentic Santa Barbara style, and designer finishes come together for a rewarding lifestyle.





Soltara Santa Barbara
Santa Barbara, CA

Marketing Collateral



COMMUNITY AMENITIES

Space name here	Space Goes Here
Another item here	Another item
Item here	Item Here
Another spaces here	Item Goes Here



INTERIOR FINISHES

Finish name here	Palette Goes Here
Another item here	Another item
Item here	Item Here
Some finish goes here	





STATE STREET
LIVING.
AUTHENTICALLY
SANTA BARBA.

DOWNTOWN SANTA BARBARA

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Soltara Santa Barbara
Santa Barbara, CA

Construction Signage



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Soltara Santa Barbara

Santa Barbara, CA

Branded Photo Shoot & Art
Direction



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Soltara Santa Barbara

Santa Barbara, CA

Branded Photo Shoot & Art
Direction

