

upshift

Aurélien redefines Gold Coast living with lush interiors, enviable amenities & bespoke marketing befitting an ultra-lux lifestyle.

AURÉLIEN



industry

- real estate

deliverables

- brand strategy
- naming
- logo design
- marketing collateral
- web site design
- signage
- advertising
- social media

website

- AurelienChicago.com

challenge

In the ultra-luxurious consumer market, brand image and reputation are everything. Brands live or die on whether they are able to craft the right look and feel that resonates with discerning high-income decision makers.

UpShift has deep expertise in luxury consumer brands in hospitality, interior furnishings, and real estate. That's why Lincoln Property Company, along with partners Ryan Companies and Infinus Daiwa House Group, turned to us for their new apartment building in Chicago's notoriously chic Gold Coast neighborhood. Our custom, bespoke branding provided the best solution.

solution

With its Gold Coast address, Aurélien is offering the ultimate in luxury amenities and location. We developed the name "Aurélien" to cleverly reference the gold element of its historic and upscale neighborhood. The brand look & feel is refined, contemporary elegance. To appeal to millennials, we knew it couldn't be too stuffy so we crafted a look that balances luxurious confidence with relaxed satisfaction. It fits right in with the boutique couture brands that thrive on nearby Oak Street. The patterns and colors of the brand echo the art-deco finishes on the exterior while complimenting the artful interior design, done by Karen Herold of Studio K.

results

Our attention to detail—evident in distinctive branding, creative messaging & savvy social media marketing—are as refined and elegant as the building itself. As a result, Aurélien earned the reputation as the most stylish, new rental residence in the Gold Coast. The communications we created connect with the next generation of brand-savvy residents by emphasizing the virtues of residing in one of world's most-desirable enclaves. This life is enriched via convenience to chic boutique shops, Michigan Avenue retailers, and the best restaurants in Chicago. Discerning residents who seek a fresh take on Gold Coast living know Aurélien is the gold standard.