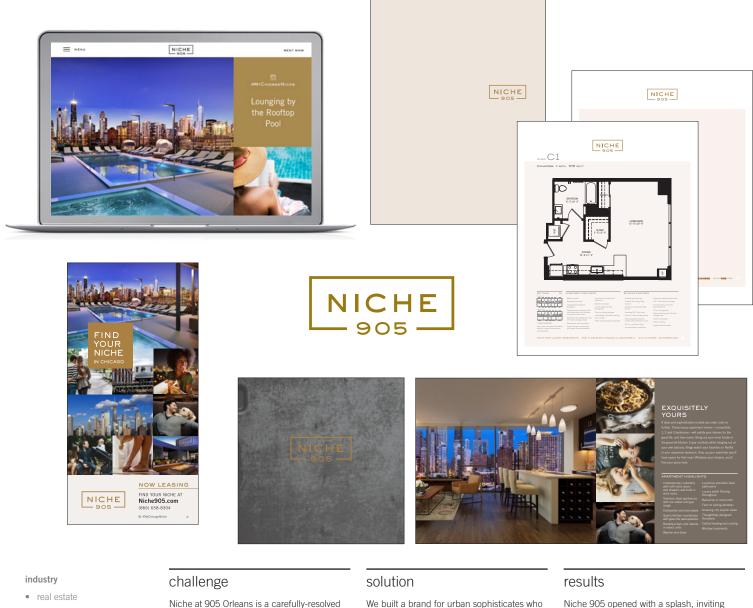
UPshift

A unique niche bordering River North, Old Town and the Gold Coast that is coveted by trend-makers and young professionals.



deliverables

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

website

Niche905.com

Niche at 905 Orleans is a carefully-resolved luxury apartment building in Chicago's Near North neighborhood by the same ownership team who developed The Madison at Racine. We partnered with them again to build a unique brand with a high level of refinement, social integration and creativity to appeal to discerning high-income target markets. The neighborhood is a tiny pocket that borders River North, Old Town and the Gold Coast. It is an undiscovered area that will be defined by the trendmakers, artisans and mavericks who choose to live where the best of Chicago is literally just steps away. We built a brand for urban sophisticates who are comfortable going their own way, defining hot spots in the city, and curating a private list of special niches in Chicago that reward their busy lives. We created the name Niche to communicate how important it is to find your own respite from an active, urban lifestyle a place to call your own with sumptuous views, refined interiors & an ultra-convenient location. The brand look & feel carefully weaves modern, upscale design with weathered, industrial elements that harken Chicago's warehouse loft buildings. It's warm, welcoming, undeniably Midwestern and also truly chic. Niche 905 opened with a splash, inviting guests to a sneak peak party on the rooftop pool deck to take in the unblocked views of the iconic Chicago skyline. Lease-ups have been strong because the large floor plans, designer finishes and convenient location are nearly unmatched by any other development in the area. People know quality when they see it. We matched that quality with bespoke, tech-savvy marketing communications that utilize social media and geo targeting. While competitors are relying on steep discounts and broker commissions, Niche 905 is attracting discerning residents by communicating its own merits.