
SKY BLUE PINK

For the launch of 517 West 29th Street, a boutique luxury condominium beside the High Line, Sky Blue Pink served as the strategic and creative marketing partner for Living New York Real Estate. As Marketing Creative Director, I developed a fully integrated brand identity designed to capture the building's architectural elegance, intimate scale, and connection to its iconic surroundings.

The campaign began with a refined logo and comprehensive brand guidelines establishing typography, color palettes, visual tone, and usage systems to ensure consistency across all touchpoints. I art directed the building's photography—shot by DDReps—to highlight the craftsmanship, natural light, and unique urban views. I also guided the staging direction to create warm, livable environments aligned with the brand's aesthetic.

These elements came together across a suite of coordinated executions: a print and digital brochure, a custom website, environmental assets, and social media content. Every component was created with the goal of conveying understated luxury and a cohesive sense of place.

The results surpassed expectations. Within ten months of launch, the building reached 65% sold—exceeding sales goals and demonstrating the strength of a unified, design-driven brand identity.