

REAL ESTATE

New York's 50 West shows off impressive architecture in nature-defying campaign

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By BRIELLE JAEKEL



Luxury apartment complex 50 West, a new development in downtown Manhattan, is exemplifying the amazingness of its vacancies through a photo shoot that incorporates happenings that go against the laws of nature with a Saks Fifth Avenue partnership.

The New York building took a conceptual approach to the campaign, hoping to show off its breath-taking views with attention-grabbing photographs. As per a partnership with Saks Fifth Avenue, the department store provided accessories and clothing for the shoots.

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"From the moment you walk into one of these remarkable homes, you have an immediate sense of calm," said Troy Benson, partner and cofounder of QuallsBenson, the building's agency of record.

50 West is managed by Time Equities, Inc.

Defying nature

50 West partnered with ad agency QuallsBenson for the nature-defying shoot in which models are shown gravitating off the floor. The campaign features images taken inside real apartments of the building, styled by Saks Fifth Avenue.

Vignettes on social media, digital, print and public advertising went out yesterday at an International scale to promote the tower.



Image courtesy of 50 West

Images such as a women watering her flowers while floating towards the ceiling are shown along with a chair, as well as another with a man's coffee levitating next to him as he looks out of his window. These photographs each display the building's impressive views that the campaign hopes will entice future residents.

The Defy the Laws of Luxury campaign also features the building's amenities, views and neighborhood, hoping to establish an ideal upscale lifestyle. The campaign will run continuously until spring of 2017 and showcases five different vignettes.

Each vignette emphasizes the curve of 50 West's innovative windows, which were designed by architect Helmut Jahn. "Views that will leave you feeling Weightless" is the campaign's tagline.



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50 West's Defy Laws of Luxury campaign

The images advertise five bedroom condominium residences that begin with prices of \$2.47 million. Occupancies begin this fall.

Help by Saks

Located in lower Manhattan, the building worked with Saks Fifth Avenue for styling for the shoot in hopes to promote

the department store's new flagship opening. Saks opened its second store in New York, which marks the first of its retail brand downtown.

The 86,000-square-foot store is an anchor within Brookfield Place, an upscale shopping center that reopened last year following a remodel. This is the first in a series of planned renovations and openings for Saks in the New York metro area in the next few years as the retailer looks to further cement its position in its hometown ([see more](#)).

Similarly, real estate brokerage firm Town Residential upped its physical footprint in New York with the addition of two Brooklyn offices.

After closing more than 700 sales transactions and 1,245 leases in the borough, Town decided to open branches in the prime neighborhoods of Brooklyn Heights and Williamsburg. Slated to open January of 2017, these offices will offer localized expertise ([see more](#)).

"We tried to capture that feeling of serenity you experience in the space, several floors above the bustling city," Mr. Benson said.

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