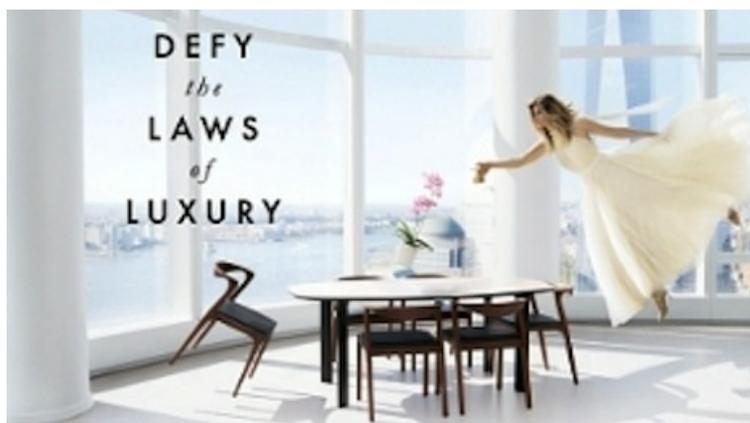


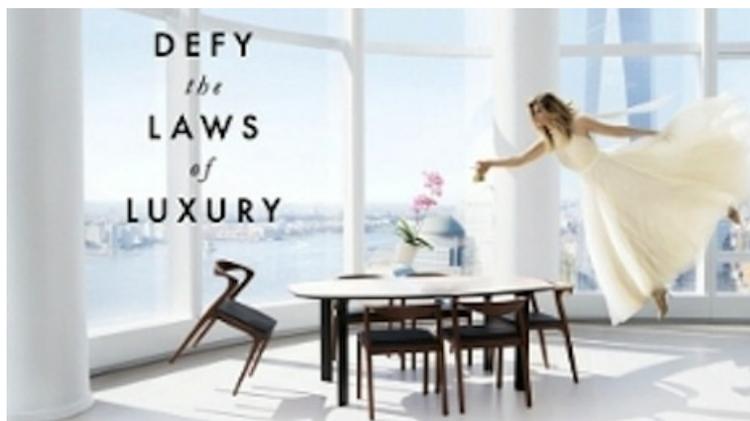
REAL ESTATE

## 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.



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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