

## FENDI Château Residences

### STRATEGY

**Leverage** the FENDI brand to elevate the project globally and attract international buyers.

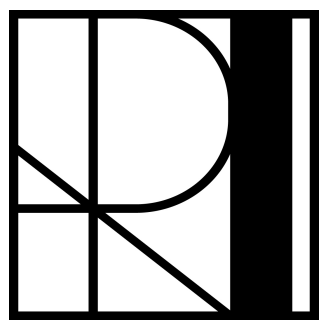
**Position** FENDI Château Residences as the first FENDI-branded condominium project in the world, highlighting the oceanfront residences with unobstructed views, along with 300-linear feet of unadulterated beachfront.

**Elevate** the “dream team” around this project as the best of the best, including the development team (Château Group), designer (FENDI), architect (Arquitectonica), and the sales and marketing team (Venegas International Group).

**Build** awareness with the public, press and media, and brokerage communities. And drive sales for the target sellout date.



### CASE STUDY



## TACTICS

**Implement** a global public relations campaign to elevate the project and the team.

**Strategically** pitch a series of stories over the course of the property's development to keep top of-mind with reporters and to create a consistent flow of news. Target media included top-tier daily press and luxury lifestyle magazines along with key trade media with a focus on real estate, business, lifestyle, fashion, art, cultural, architecture and design, consumer, local, regional, national, targeted international media, and more.

**Develop** an event to launch the sales gallery and model residence to luxury media and buyers during Art Basel Miami.

