

MODERN LUXURY

MEN'S BOOK

THE MAGAZINE FOR THE
MODERN GENTLEMAN

CHICAGO

READY FOR
HIS CLOSE-UP

Nightlife Impresario
Billy Dee Launches
a Film Company

AUTO & *Entertainment* ISSUE

HOT WHEELS!

The Latest from Cadillac,
Genesis, Porsche & More

PLUS

FITNESS THAT FEELS GOOD
OIL, NATURAL! WINES TO DRINK NOW
FRANK LLOYD WRIGHT TURNS 150

BUILDING IT WITH A BRAND

We're sitting down with Robin Loewenberg Tebbe, Chief Marketing Officer, and Leila Zammatta, Senior Vice President of Sales, key members of Magellan Development Group's real estate team, to learn about the impact brand names have in the current real estate market.



HOW HAS CHICAGO'S REAL ESTATE LANDSCAPE EVOLVED IN THE PAST 5 YEARS?

"Following the condo boom of the 2000's, Chicago's residential real estate landscape shifted from high demand for home ownership to a rental mentality, fueled largely by the perceptions and preferences of the millennial generation," explained Loewenberg Tebbe. That's beginning to change now especially at the upper-end of the residential market as demand for newly constructed luxury condominiums at premium locations has noticeably increased." "Along with this increased demand is the expectation that luxury condominiums will include the latest conveniences and exquisite interior finishes from recognizable, upscale brands for cabinetry, appliances and fixtures" added Zammatta. "This is particularly relevant as we design our kitchens which have evolved from a room devoted primarily for food preparation to the centerpiece of the home used for entertaining and socializing. Accordingly, the selection of the right cabinetry is critical for market acceptance and overall project success.

" We chose Snaidero for Vista's kitchen and bath cabinetry as our target market recognizes the inherent quality and beauty associated with this well-established brand. "

WHAT EXCITES YOU ABOUT THE FUTURE OF OUR CITY?

Loewenberg Tebbe is enthusiastic when asked about Chicago's future. "As a life-long Chicagoan I couldn't be more excited about the City's bright future on several levels. The amount of residential construction activity occurring downtown as evidenced by the number of cranes dotting the skyline is nearing an all-time high offering further proof of the high level of investment and interest in downtown living from builders and future residents alike. Millennium Park, Navy Pier and other cultural attractions continue to set attendance records by attracting residents residing in the metro area, the mid-west and beyond. The expansion of the Riverwalk with its new walkways, shops and cafes has re-energized this underutilized gem and strolling along the river is now a pleasant and enjoyable experience. We continue to generate increased investment from international companies; our partner on the Vista project, The Dalian Wanda Group is one prime example. In this instance, Wanda selected Chicago as the first U.S. city for its 5-star Wanda Vista hotel brand. We're honored that the first 12 floors of Vista will be occupied by this amazing ultra-luxury hotel which will establish a new level of elegance, service and amenities for hotels guests and Vista residents."



www.MagellanDevelopment.com



www.SnaideroChicago.com

