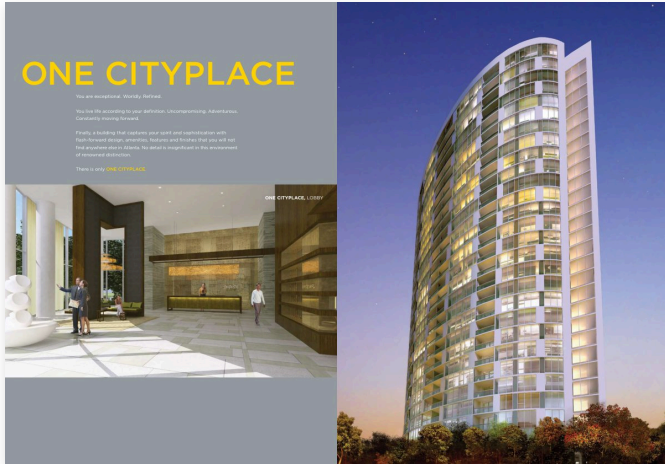
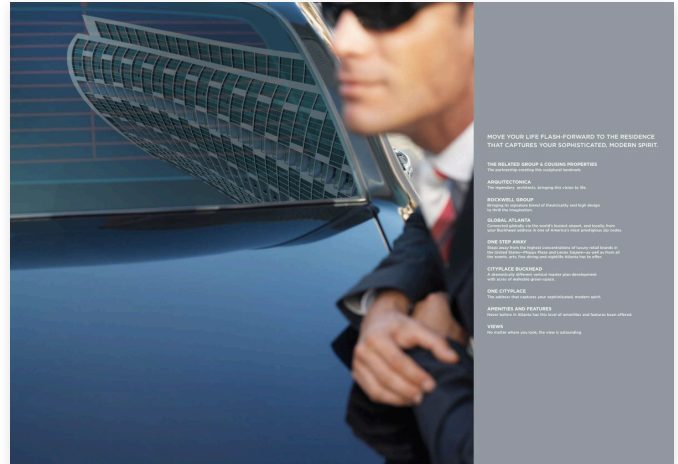


# One CityPlace Buckhead

The Related Group and Cousins Properties needed brochures to presell a landmark luxury tower in Atlanta's Buckhead. I wrote the lifestyle brochure and the CityPlace brochure, selling the architecture, the design, the address, and the amenities to buyers who expect the best before a single unit was built.



**Lifestyle brochure:** "Welcome to the intersection."



**Opening spread:** "Move your life flash-forward."



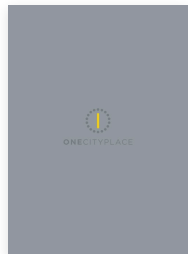
**Design:** Rockwell Group interiors



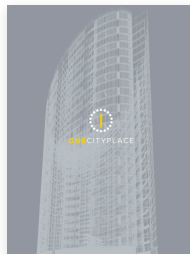
**Location:** "Global Atlanta"



**Amenities:** pool deck, spa, and fitness



**Lifestyle brochure:** cover



**CityPlace brochure:** cover



**The tower** at night



**The Nexus:** green space

## What I wrote

- **Lifestyle brochure** (18 pages) and CityPlace brochure
- **Positioning** for a sophisticated, worldly buyer
- **Developer and architect stories** that build trust
- **Location, amenities, and features** copy

*"There is only ONE CITYPLACE."*

*"You are exceptional. Worldly. Refined."*

*"Atlanta is your connection to the world."*