

MCGUIRE BREAKS NEW GROUND ON AD CAMPAIGN FOR 610 CLEMATIS

When McGuire Company, an award-winning advertising agency, presented a new ad campaign to BAP Development's project team for 610 Clematis, everyone applauded. To promote the new condominium residence in downtown West Palm Beach, McGuire wanted to do more than the ordinary display of buildings and landscapes. The ad mavens wanted to create an unforgettable one-of-a-kind series of ads and brochures.

The campaign, featuring an elegant, lively Holly Golightly-type character from the classic movie "Breakfast at Tiffany's," captures the urban-chic image of Clematis, celebrating the convenience and cachet of living in a central location close to CityPlace and Worth Avenue. The central character and her sophisticated, fluid style are designed to represent the exciting and active lifestyle that the building promises.

"We wanted the campaign to have a retail look – like an upscale shop in Paris, Manhattan or Worth Avenue," notes Jeanine Hinson, Vice President and Account Supervisor at McGuire. "With that in mind, we sought out Ruben Toledo, an illustrator in New York with a high profile in the fashion world, and we commissioned him to create the artistic concepts."

Toledo, at once a painter, sculptor, illustrator, fashion chronicler and critic in New York City, has done work for Chanel, Celine, Burberry, Nordstrom and especially, Tiffany.

"When I spoke to Ruben, he got the idea right away," says Hinson. Toledo has designed mannequins, store windows, award statuettes, scarves and fabrics. He has painted murals, portraits, album covers and barns and has created witty, incisive illustrations for the top fashion magazines around the world including L'Uomo Vogue, Harper's Bazaar and Details.

Toledo's work has been exhibited at the Metropolitan Museum of Art in New York City and the Musee des Arts Decoratives at the Louvre in Paris. Curator of the Metropolitan Museum of Art Costume Institute Richard Martin describes Toledo this way: "This Baudelairean hero imagines cities of silhouettes, veggy ladies in the tradition of Grandville..." and calls him "the greatest fashion illustrator chronicling our time." The

changing posture of fashion and the body language of style are two of Toledo's constant obsessions and appear as themes throughout his work.

As the campaign unfolded, developer BAP was thrilled with the contemporary designs in ecru and blues, solids and stripes, with the Holly Golightly-type character strolling, sipping, stepping out, along and about Clematis Street and CityPlace.

"Toledo's wonderful and unforgettable illustrations, both fanciful and fine, now define the character of a building... and the lifestyle, when you're living at 610 Clematis," says Willy A. Bermello, principal, BAP Development Inc.

610 Clematis is slated to break ground in Aug. 2003. With a 15-month buildout projected, delivery is expected by Nov. 2004.

For sales information, visit the sales office at 610 Clematis, call 305-860-3725, or log in at www.610clematis.com.

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