

# ARCHITECTURAL CONSULTING

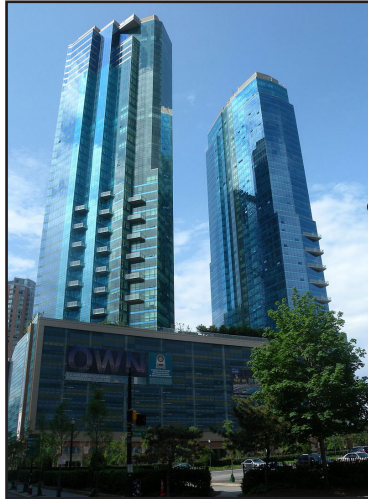
## Gacek Design Group Case Study: Lifestyle Merchandising Get Results

### THE PROJECT

77 Hudson is a high-rise building located on the downtown waterfront section of Jersey City's Paulus Hook district. Known for its floor to ceiling glass curtain walls of varying blues and greens; the building is considered iconic along the skyline. It also displays 44,000+ s/f of amenities including a rooftop



Richard Gacek



77 Hudson

pool and landscaped park, with grill area, fire pit and dog run; screening room; yoga, fitness, massage, and steam room; Click Café, game room, business center, private dining room, and a number of lounges.

### THE SITUATION

With 420 residences and 90% sold, the remaining units at 77 Hudson were the most expensive, upwards of \$3 million. With a slowing sales pace, the developer searched for a new marketing strategy to boost sales. Partnering with Gacek Design Group, they

committed to model four of the units with the concept of lifestyle merchandising.

### THE RESULT

Gacek Design Group conducted 3rd party market research on demographic, psychographic and geographic data. They examined affluent buying habits, focused on the luxury goods market and reviewed high-end hospitality design trends. The team solicited feedback from residents and affluent private clients. A compilation of this data enabled Gacek Design Group to pinpoint four very specific

affluent profile stories and lifestyle preferences. Since the town of Jersey City offers such vibrancy and diversity, it also became important to capture the essence of local neighborhoods into the design aesthetic. The result is Experiential. A 12 week process generated four lifestyle merchandised units; interior design that is differentiated. Each unit tells a story and has impact; includes style, brand choices, and lifestyle preferences. Each unit offers functionality and adaptability based on how the specific target profile would live in the space.

Research also provided insight on the way affluent markets define luxury. Where old luxury focused on things, ornate, indulgent, being trendy; the new luxury highlights simple, clean lines, classic comfort. New luxury is about creating experiences and memories, not so much about surrounding yourself with things. The design strategy seamlessly applied these elements and worked to empower potential buyers with knowledge about the story. Most importantly, the story helps to demonstrate the value of the new home purchase... it's worth paying more for an extraordinary experience.

Four model units with four buyer profiles were created and a story was narrated for each home. Potential buyers relate to the resident's story, and feel welcome and comfortable in the space. The story and the space ultimately influence the purchase based on the relevant experience. 77 Hudson experienced success in part to the partnership with Gacek Design Group and lifestyle merchandising. Randy Brosseau, vice president at K. Hovnanian said, "We are very pleased with the outcome of the new model homes designed by Richard Gacek and his team. The interior design experiences they have created resonate with buyers and as a result have supported our sales efforts. Our sales pace has increased and we are selling!"

Richard Gacek is the principal designer of Gacek Design Group. Gacek Design Group is a leading interior design and architectural consulting firm for those who value expertise and partnership in design. ■

## Get Results.



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