


TITLE: Life in a Loft magazine ad
CLIENT: RSW Development
SERVICES: concept development,
art direction, design



Life in a loft



Big Apple inspiration...Royal Oak location

Modeled after life in New York's famous SoHo district, Main Street Lofts and Troy Street Lofts bring urban sophistication to one of the most exciting cities in the Detroit metro area.

- Open floor plans
- Soaring 12' and 20' ceilings
- Towering windows
- Prime locations
- Pricing from \$270's to \$600's

Each development is located in the heart of Royal Oak, a city of fabulous shops, superb restaurants, and brilliant night life.

Visit our sales center and discover how we've done more than just transplant a great idea: we've made it unique. **Now that's a loft!**



501 S. MAIN STREET, ROYAL OAK — 248.545.6900 — trueloftliving.com
MON.-TUE 12-7, WED.-SAT 12-6, SUN 1-6, OTHER HOURS BY APPOINTMENT