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Green and Glamorous: PhiladelphiaStyle hosts party at 777 South Broad


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777 South Broad Skydeck
 Courtesy of 777 South Broad

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In my real life, I spend a lot of time discussing "branding", which is to create a signature identity that is exclusively yours. Instead of branding myself, I believe I am simply creating a bad reputation. Everyone knows, I can't drive; I can't navigate and my shoes are ridiculous.

Two days ago, I parked in the free lot (I hope!) across from 777 South Broad and walked to my next destination in 4.5" stilettos. Upon my return, I found my car with a dead battery, a new friend with jumper cables, and a very tolerant fire fighter at the station beside 777. This is my signature.

777 South Broad is defining themselves with much more aplomb. Last week, I attended a party hosted by PhiladelphiaStyle Magazine on 777's skydeck. I think 777 South Broad has no competition when it comes to developing a livable and imitable green lifestyle. Sexy, urbane, green glamour is 777 South Broad's signature.

The pages of PhiladelphiaStyle and the residences at 777 are home to some of Philadelphia's most glamorous faces. Glamorousness is the defining feature of 777 South Broad. I have waffled on the need to be both green and glam, citing it as

irrational and only necessary to "sell the sizzle" - last Thursday, the sizzle came from Del Frisco's steak on one of the skydeck's twin outdoor grills - but "sizzle" certainly helps to influence any borderline renter unsure if they can really cohabitate with sustainability. As I described before, the green aspects of 777 South Broad are totally seamless.

The PhiladelphiaStyle party was packed with fabulous people (young and not so young) all in equally uncomfortable footwear. I toured the building for my second time with two twenty-something couples and I find this encouraging. If 777 is able to convert both established city dwellers and first time DINK (double income, no kids) renters to live green, we are well on our way to mainstreaming a sustainable (and still enjoyable) lifestyle.