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## FOR IMMEDIATE RELEASE

### Gent Cuts & Grooming opens shop on Grand Avenue

**MINNEAPOLIS (July 19, 2011)** – In the past, whenever Michael Boyle was in need of a haircut, he was disillusioned with his choices. He desired more attention and service than one can find at a typical discount cuttery and felt out of place at his wife Crystal's full-service, female-oriented salon. This market gap presented an opportunity for the Boyles to develop **Gent**, a haircut and grooming concept focused on men. The pair worked with Shea, Inc., a Minneapolis based marketing and design firm, on the concept, which debuted last week at the intersection of Grand Avenue and Victoria St. in St. Paul, Minnesota.

Gent's focus is on salon services for men in a comfortable, casual environment. It combines the services of a traditional barbershop with the offerings and amenities of a full-service salon at a reasonable price point. Cuts start at \$29 and other services include color, straight razor shaves and mustache and beard trims. (Gent also offers a 10% discount to all military, police and fire personnel.)

The masculine, comfortable reception area welcomes you with oversized leather chairs, a 55" flat screen TV, a fridge stocked with water and soft drinks, a fresh coffee station and iPads preloaded with game and magazine apps. Six stylist stations are each equipped with old-school barber chairs and dedicated shampoo sinks as well as TVs for individual client viewing.

Gent offers several lines of premium hair care products as well as shaving and grooming merchandise. In addition, Gent carries men's accessories and gift items including cufflinks, wallets and barware. Over time, the Boyles intend to expand their retail and gift selection.

Shea, Inc. helped to develop the Gent brand and designed the logo as well as the space, and Flannery Construction was retained for the build-out. The concept was developed as a prototype for potential future expansion.

A grand opening celebration featuring 50% off all services and 25% off all merchandise will take place on August 6, 2011, from 10 a.m. to 6 p.m. Appointments can be made at 651-797-4294 and walk-ins are welcome.

*Gent Cuts & Grooming, 867 Grand Avenue, St. Paul, 55102; 651-797-4294; [www.gentcg.com](http://www.gentcg.com)*

#### About Shea:

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Crave, TCF National Bank, Lunds/Byerly's, Wells Fargo and NorthMarq. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site at [www.shealink.com](http://www.shealink.com) or our blog at [www.sheaanything.blogspot.com](http://www.sheaanything.blogspot.com).