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**FOR IMMEDIATE RELEASE**

## Fifth Avenue Optical and Hammer Made open in Galleria Edina

**MINNEAPOLIS (December 10, 2009)** - Shea, Inc., a Minneapolis-based marketing and design firm, provided design services for two retail stores that opened in November in Galleria Edina. Fifth Avenue Optical relocated from another Galleria space and opened the doors to its new site on November 5. Hammer Made, a new men's clothing store, opened on November 27.

Fifth Avenue Optical has been a long-time tenant at Galleria, and owner Dr. Gale Steadt wanted to make a statement with his new location. The 1900 square foot space has office, lab and private exam rooms in the back with a large retail portion in the front, featuring designer eyewear in tiered wall displays. Dr. Steadt worked with Shea to update the look and functionality of the former space and for the new store, they juxtaposed light woods and laminated surfaces against dark walls and ceilings, allowing the eyewear to stand out. Other design elements include cork flooring, lifestyle graphics and custom lighting which helps give customers a pleasant experience.

Local clothing designer Jason Hammerberg worked with Shea to design Hammer Made, a men's clothing boutique that specializes in high-end custom and off-the-rack button-down shirts made from European fabrics, as well as ties, vests, socks and cuff links. Hammer Made also offers tailoring and alterations. Shea's design of the intimate 575 SF space uses modern lighting and fixtures along with rustic reclaimed timbers that underscore the stylish yet understated merchandise, giving the store a modern, warm and comfortable feel.

*Fifth Avenue Optical, 3625 Galleria; Edina, Minnesota 55435; 952-922-1051*

*Hammer Made, 3380 Galleria; Edina, Minnesota 55435; 952-681-2534*

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 Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site [www.shealink.com](http://www.shealink.com).