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FOR IMMEDIATE RELEASE

J.B. Hudson opening this week on Nicollet Mall

MINNEAPOLIS (February 4, 2008) – Several retail spaces along Nicollet Mall have been darkened by store closings in the last year, but a bright gem is emerging among them this week with the opening of J.B. Hudson Jewelers in the Historic Young Quinlan building at 901 Nicollet Mall. The company is in the final stages of relocating from a tenant space in the downtown Macy's store, where it resided for the last 78 years, and the new store opens to the public on Tuesday, February 5. Minneapolis-based marketing and design firm Shea, Inc. was brought on board to design the historic space and to assist with a store repositioning in light of a shifting demographic in J.B. Hudson's customer base.

In May of 2007, J.B. Hudson was purchased by the Pohlada family and Jeannie Joas, the store's president and CEO. When the Polo Ralph Lauren store in the Young Quinlan Building closed soon after, the new owners jumped at the opportunity to reintroduce the store in a big way to a new generation of customers. A ceremonial kick-off announcement in October included Carl Pohlada, Joas, Mayor Rybak and several members of the press, where jeweled hammers were used to knock down interior walls of the former Polo store.

For the new store's design, most of the interior walls of the Polo store were removed, allowing natural light to flood the formerly dark space. This also gives the store great visibility to traffic on Nicollet Mall, inviting pedestrians to view the beautiful merchandise and architecture. Shea worked to preserve the historic structural elements found in the Young Quinlan building and incorporated the classic chandeliers and original jewelry cases that have been in J.B. Hudson's former location since it opened in 1929. With a focus on growth and engaging a new generation of customers, Shea worked with J.B. Hudson to reposition and refresh the entire brand. The company has now incorporated a new contemporary logo and color palette for the brand, and the modern look and personality has been carefully integrated into the design of the new space.

Modern cases and upscale modern designs have been applied to a large area of the new store that will be dedicated to the newest trends in jewelry and J.B. Hudson's greatly expanded luxury watch collection. The store is divided into several zones, including a diamond salon, an area devoted to estate jewelry and distinct designer 'boutiques' featuring Cartier, H.Stern, John Hardy and other jewelry designers.

"This new space truly epitomizes all that J.B. Hudson represents – jewelry and gifts that are beautiful as well as timeless," said David Shea of Shea Inc. "The beautiful historic casework and lighting from the original store combined with the historic elements of the Young Quinlan Building speak to the rich tradition of the company, while the addition of contemporary elements welcomes a whole new generation of patrons."

Joas puts it simply, "It's the best of the old blended with the best of the new."

Shea 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 of Chicago, 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.