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FOR IMMEDIATE RELEASE

Shea-designed Melly opening this week in Galleria Edina

MINNEAPOLIS (March 31, 2009) – Shea, Inc., a Minneapolis-based marketing and design firm, just completed designs for Melly, a clothing and accessories retail concept that is opening Wednesday, April 1, in the Galleria Edina. The local boutique was started in 2006 by the mother/daughter team of Mary Mead and Caryn Kelly, and the store has had its home at 3906 West 50th St. in Edina since then. The pair has been working with Shea since December on the design of their updated store and Rich Brothers Construction is completing the build-out this week on a 1200 square foot spot in the Galleria's east end.

The shop bills itself as “the only Lilly Pulitzer Signature Store in Minnesota,” due to the fact that the majority of the goods sold are from Lilly Pulitzer, purveyor of trendy clothing and accessories for women and children in bright colors and relaxed styles. As the story goes, Lilly Pulitzer was working at a juice stand in the 1950's and she found that squeezing the juice made a mess of her clothes. Seeking to camouflage the stains, she had a sleeveless dress made of bright, colorful printed cotton. She found that her juice stand customers loved her dress so much that she had her dressmaker produce more for them. Soon, she was selling more dresses than juice and decided to focus on selling what became known as her “Lillies.” Jackie Kennedy, then the first lady, was Lilly's friend and former classmate, and she was featured in Life Magazine wearing one. Lilly's dresses became an instant fashion sensation. While Melly is an official “Lilly Pulitzer Via Shop,” it carries other lines as well, featuring jewelry, handbags and accessories from Kate Spade, Eric Javitts, Beth Bowley and Shoshanna, among others.

The new Galleria store design takes the fun, bright colored clothing and accessories and really lets them stand out against an elegant backdrop. The colorful merchandise really pops against a sophisticated neutral palette with intricate detailing, from the elaborate millwork to the Baroque-style mirrors and tufted drapery to the diamond-patterned tile flooring and a grand silver leaf chandelier that hangs in the center of the space.

Melly is well-known for its great service and the staff goes out of its way to get customers what they need. Some of the key service offerings include personal shopping, free monogramming and complementary gift wrapping.

Melly, 3327 Galleria, Edina, MN, 55435; phone: 952-929-9252; www.mellyonline.com

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 at www.shealink.com or our blog at www.sheaanything.blogspot.com.