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**FOR IMMEDIATE RELEASE**

**Shea-designed Trail Mark remodel unveiled in Galleria**

MINNEAPOLIS (September 5, 2008) –Shea, Inc., a Minneapolis based marketing and design firm, provided design services for the remodel of Trail Mark, an 1,800 square foot outdoor specialty retail store in Galleria Edina, in Edina, Minn. The remodel was unveiled to the public on Tuesday, August 26.

Trail Mark has been offering outdoor and travel sportswear, comfort footwear, European fashion wear and top-of-the-line skin wear in the Galleria Edina for many years. In response to a shift in the company's customer demographics over the last few years, Trail Mark came to Shea looking to refresh their image through the store's design. The company wanted to elevate the customer experience by shifting the focus from "rugged outdoors" to "sophisticated outdoors."

In the past few years, Trail Mark's main customer base has moved from predominantly male to predominantly female shoppers seeking fashionable clothing for their active lifestyles. Trail Mark noted that the majority of these female shoppers have high-end brand awareness, where fashion comes first, and form and function are secondary attributes. Trail Mark also discovered that their shoe collections were gaining sales. These business results created some new merchandising opportunities for the company that were incorporated in Shea's new store design.

For the store's reinvention, Shea worked with Trail Mark to determine some strong brand elements that could be used in the design of the space. Trail Mark's previous location had a recognizable storefront which incorporated a large red overhead garage door. The door remained as part of the new design and the distinctive red color was selected to represent the entire brand. An oversized 8-foot red bench and glossy-red antler chandelier adorn the space, and a red neon sign marks the entrance. With an Aspen, Colorado-inspired interior scheme, oversized mirrors and artwork depict inspiring outdoor scenes. Simple, high-end fixtures are mixed with raw steel and weathered materials, and a niche wall display highlights shoes and accessories with integrated fiber optics. The new store is edgy, high-end and sophisticated.

*Trail Mark, 3265 Galleria Edina, Minnesota, 55435; phone: 952-929-1950*

Shea, Inc., now celebrating its 30<sup>th</sup> year, 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).

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