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CONTACT:
LYN FALK
RETAILWORKS
(414) 840-1244
Lfalk@retailworksinc.com
www.retailworksinc.com

DRESSING UP SMALL BUSINESS SATURDAY



MILWAUKEE—Retailworks Inc. promotes small businesses by creating New York style displays for their most important source of free advertising — their windows. They are creating window displays for local retail storefronts in time for the holiday season. The launch of the Kessler's Diamonds' downtown windows appear just in time for this year's Small Business Saturday, November 25th. It is estimated over 30,000 downtown visitors will experience the classic window display this month.

Store windows are making a comeback and Milwaukee is on trend. Recently, Retailworks completed five window displays for Wishlist MKE, a local initiative to promote the leasing of vacant storefronts. The project was just launched with Milwaukee's Downtown Holiday Lights Festival and coordinated through the Milwaukee BID Number 21.

"Retailers are going back to basics to attract holiday shoppers," states, Lyn Falk, president and founder of Retailworks, based in Mequon and Downtown Milwaukee. "Attention getting and engaging store window displays are an affordable way for retailers to make an impact, while utilizing existing resources."

In the most recent Kessler's window display, Retailworks created dresses out of paper, ribbon, and red, branded jewelry boxes. The design has attracted national attention.

KESSLER DIAMONDS has been ahead of retail display trends for the past decade. However, it's only recently that the resurgence has launched with other small retail fronts. Kessler's is located at 450 E. Mason Street in Downtown Milwaukee. Their newest "dress display" will showcase until January 2018.





RETAILWORKS, INC. is an award-winning branding, design, and display firm headquartered in Milwaukee. Lyn Falk has over 30 year of experience improving retail environments. Retailworks is known for creating engaging branded environments and thought-provoking and intentional art/display installations to positively influence the customer experience. Their clientele list includes local, national, and international businesses.

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