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PRESS RELEASE

For Immediate Release

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SHINSEGAE DEPARTMENT STORE REOPENS IN INCHEON, SOUTH KOREA, TO REVEAL INTERIOR DESIGN BY BARRISCALE DESIGN STUDIO

San Francisco, CA – April 19, 2011 – Barriscale Design Studio, a leading international retail architecture and interior design firm, has designed the interior for Shinsegae Department Store’s Incheon store, which has undergone a dramatic renovation and expansion over the last 11 months. The store’s new 1.1-million square ft environment is being celebrated and re-opened in a series of events over March and April. Shinsegae is South Korea’s largest retailer and high-end department store chain.

"We are delighted that we have been able to complete our long-cherished desired expansion and renovation of the Incheon Store successfully with Barriscale Design Studio," says Bong Ho Kim, executive vice president of Shinsegae.

Barriscale Design Studio created the interior design of seven floors, representing restaurant and retail space spread over the existing renovated building and Shinsegae’s new building. Three new retail floors were added to the store, as well as a 7-storey parking garage. The store remained open for business throughout construction.

To create a unified customer experience Barriscale Design Studio placed customer circulation at the core of the design. Two impressive atriums were created to serve as public gathering spaces. In response to the demographic of a growing younger urban population, the design was based on a fresh, new look to appeal to that group.

"The fast pace and energy of working with Shinsegae is very rewarding. And, we are delighted to be growing our portfolio in Asia," says Christopher Barriscale, award-winning architect and founder of Barriscale Design Studio. Previously, Barriscale Design Studio was responsible for the planning, interior design and visual merchandising for Shinsegae’s Yeongdeungpo branch in Seoul, which opened in late 2009.

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More information:

SHINSEGAE is South Korea's department store franchise, along with several other businesses, headquartered in Seoul, South Korea. Its flagship store in Centum City, Busan, is the world's largest department store. Shinsegae is also famous for its long history, and its main branch is the oldest department store in Korea. The main building of the store was opened in 1930 and in 1963, the store was given the name Shinsegae. The old building is currently used as a luxury hall.

Shinsegae is currently the largest retailer in South Korea.

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<http://www.shinsegae.com/en/>

BARRISCALE DESIGN STUDIO is a leading international retail architecture and interior design firm best known for creating interior environments and retail strategies that produce inspired and memorable experiences for customers. Based in Sausalito, California, the firm has created world-class, luxury retail environments for some of the world's most recognized brands including Baccarat, Charles Jourdan, Charter Hong Kong Department Stores, DFS Group (LVMH), Edit New York, Furla, Garren New York, Henri Bendel, Karstadt Department Stores, Kieselstein-Cord, LeSportsac, MGM Grand, Shinsegae Department Stores and Woldford.

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