



chute gerdeman **retail**

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## CHUTE GERDEBLOG. BETA

opinion. attitude. inspiration.

### **Chute Gerdeman Retail Launches Chute Gerdeblog**

COLUMBUS, OH (March 16, 2010)—Chute Gerdeman Retail, the Columbus, OH-based retail branding and design firm, launched an inspirational design and trend blog today, establishing an online platform for their observations and points of view.

Chute Gerdeblog, written by the creative minds of Chute Gerdeman, features opinions, attitudes and inspirations for all aspects of the retail, restaurant and cultural sectors. Topics include retail trends, consumer insights, points-of-view and new building materials to name a few, plus the occasional sneak peek into the daily lives of CG team members.

With the design world ever-changing, the team members at Chute Gerdeman continuously keep an eye on evolving trends and new concepts in order to stay relevant and inspired. For the past three years, much of this information has been shared through the firm's popular email newsletter, The Gist. With the launch of Chute Gerdeblog, however, a greater depth and variety of information will be available on a daily basis—covering everything from new retail stores to visual merchandising trends to highlight-filled postcards from travels abroad. It will offer a wealth of useful information, and will strive to provide relevant, interesting and up-to-the-minute findings.

“Social media” has been one of the biggest business buzzwords of recent years. While the world of social media is rapidly growing and changing, its impact has shown us that it's not just a fad—it's here to stay, and it has lasting impact on businesses both large and small. With a strategic and



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considered entry into the social media sphere, Chute Gerdeman can now more easily share insights and ideas, and with that come more opportunities to make connections. You can now follow CG on [Twitter](#), [Facebook](#), and [LinkedIn](#), as well as subscribe to [The Gist](#).

Chute Gerdeman's Director of Creative Strategy, Joanna Felder, said, "We could not be more excited to launch Chute Gerdeblog and accompanying social media networks. These new platforms allow us to share ideas and grow relationships with our network of clients, prospects, and industry peers."

To view Chute Gerdeblog, please visit [www.chutegerdeblog.com](http://www.chutegerdeblog.com).

#### **About Chute Gerdeman Retail**

Founded in 1989, Columbus, Ohio-based Chute Gerdeman Retail is a retail branding and design firm. The firm's client list includes C&A Brazil, Christopher & Banks, Hamleys, Kohl's, Levi Strauss, Mattel (Barbie Shanghai), M&M'S/Mars, RadioShack, Sheetz, Shopko, Swiss Farms, Target, Tween Brands, West Marine, and Walmart. In addition to its recognition as one of the industry's "Most Exciting Design Firms" by the readers of *DDI* magazine for 12 years in a row, the firm has received numerous awards for its design leadership. For more information, please visit [www.chutegerdeman.com](http://www.chutegerdeman.com).

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