



chute gerdeman **retail**

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Christopher & Banks and CJ Banks to open combined prototype store, showcasing both brands under one roof

Minneapolis, MN—Christopher & Banks will open a new Chute Gerdeman Retail-designed, prototype store July 31 at the Shoppes at Montage in Moosic, PA, celebrating women of all sizes.

Christopher & Banks listened intently to customer feedback when designing the new store. Focus groups uncovered that mothers, daughters, sisters and friends all wanted to shop together regardless of their individual size. The result: a new store and new tagline, “Celebrating women of all sizes.” President and CEO Lorna Nagler stated, “We are focused on the total customer experience, on ensuring that each customer does not lose the feel of ‘her’ store. Missy, petite and plus customers will each have their own department and associates that understand their individual size needs and treat each customer as a friend.”

The new 5,000-sq. ft. store design provides an environment that mirrors the Christopher & Banks and CJ Banks customers’ strong hometown values and provides feminine details to inspire and delight shoppers. Warm wood finishes, furniture-inspired displays, feminine fabrics and artful merchandising displays create a sense of escape without leaving the real world behind.

Because the two brands share the same brand sensibility and serve a similar customer base, the new design will feature the two stores under one roof with each having unique touch points. The stores will offer a community environment and spirit in terms of what matters most to the customers—friends, family, social and charitable causes, products and values.

To create the new in-store experience, Christopher & Banks partnered with Chute Gerdeman Retail, the Columbus, OH-based strategic retail design firm. “Chute Gerdeman’s expertise in this area is well-known,” Nagler added, “and we are thrilled with the results of their work.”



“Effectively translating and communicating the Christopher & Banks’ and C.J. Banks’ brand essence and identity into a new prototype environment was an exciting opportunity for Chute Gerdeman,” said Denny Gerdeman, Chute Gerdeman Retail co-founder and principal.

“Christopher & Banks understands and celebrates our customers’ needs and desires for casual, comfortable apparel at attainable prices,” says Nagler. “The new store design provides a more distinctive platform to deliver that brand message.”

Both Christopher & Banks and CJ Banks provide exclusively designed collections that are classic, casual and comfortable, all balanced with quality at an exceptional, smart value. Customers are treated to personal service that is second to none. The collections allow for easy wardrobe building and outfit selections that can move from work wear to home.

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 Christopher & Banks, Mattel, M&M’S/Mars, Target, Levi Strauss, Tween Brands Inc., Kohl’s, C&A Brazil, Shopko, Lane Bryant, Cacique, Hanesbrands Inc., and Ross-Simons. In addition to its recognition as one of the industry’s “Most Exciting Design Firms” by the readers of *DDI* magazine for 11 years in a row, the firm has received numerous awards for its design leadership. For more information, please visit www.chutegerdeman.com.

About Christopher & Banks Corporation

Christopher & Banks Corporation is a Minneapolis-based specialty retailer of women’s clothing. As of July 20, 2009, the company operates 813 stores in 46 states, consisting of 545 Christopher & Banks stores and 268 stores in their plus size clothing division, CJ Banks. CJ Banks focuses on the historically underserved market of female plus size customers, ages 35 to 64. The company also operates the www.ChristopherandBanks.com and www.CJBanks.com e-commerce websites.