



TAYLOR JOHNSON & OLESKER

giving voice to your brand

Tuesday, July 14, 2009

FOR: Englewood Construction

CONTACT: Kim Manning, kmanning@tjopr.com, 312-267-4527
Emily Johnson, ejohnson@tjopr.com, 312-267-4522

FOR IMMEDIATE RELEASE

Englewood Construction Completes Major Renovation of American Girl Place Store in New York City

CHICAGO – Englewood Construction has completed a major interior renovation of the American Girl Place Store at 609 Fifth Avenue in New York City. This marks the third American Girl Place store in less than seven months that the Schiller Park, Ill.-based contractor has worked on. In late 2008, Englewood Construction completed the build out of the American Girl Place flagship store in Chicago as well as the construction of the American Girl Boutique store in Bloomington, Minn.

“Working with American Girl on these three stores has been a win-win for everyone as the same key players on both sides of the table have been involved with each project,” said William J. Di Santo, president of Englewood Construction. “It’s like having a great dance partner – we both know each other’s steps. And with this New York store, we were right at home on Fifth Avenue as our team has a long track record with retail construction in iconic shopping districts.”

Spanning 43,000 square feet over three floors, the renovated American Girl Place store in New York City is the second-largest American Girl Place store in the country. Only the Chicago flagship store at 52,000 square feet is larger. The New York location boasts prime Fifth Avenue exposure, as well as an entrance from 49th Street.

One highlight of the newly renovated New York store is Avenue AG, a main street-style shopping experience featuring apparel and accessories for girls and their dolls. The store also includes additional retail space, an American Girl café that seats 180 for dining and parties; a doll hair salon; and a photo studio.

“This is only the second American Girl Place store in the country to feature the new Avenue AG shopping concept and it was a large part of the renovation,” said Di Santo. “But because the American Girl team launched Avenue AG in Chicago, which we worked on as well, there was never any doubt that everything would go smoothly because we were already familiar with the concept.”

New York City-based Gensler Architects served as architecture for the New York store, as well as the Chicago location.

– More –

PUBLIC RELATIONS · BRAND STRATEGY · SOCIAL MEDIA

6333 W. Howard · Niles, IL 60714

p. 312.245.0202 · f. 312.245.9205 · www.tjopr.com



Englewood Construction and American Girl Place NYC– Page 2

About Englewood Construction:

Englewood Construction, Inc. is a commercial general contractor specializing in the construction of retail, restaurant, shopping center, hotel and office / industrial projects throughout the United States. The firm's scope of work includes all aspects of commercial construction, including pre-construction services, general contracting and construction management. Established in 2001, Englewood Construction's executive team has more than 30 years of commercial construction experience, including executive positions with R.A.S. Builders and Capitol Construction. Since its founding, Englewood Construction has managed over 500 projects worth more than \$250 million. In 2008, the firm oversaw projects in 22 different states. Englewood Construction's national qualified subcontractor base exceeds 20,000 subcontractors and suppliers. For more information, visit www.engagewoodconstruction.com

#

Editor's Note: For interviews or more information, please contact Kim Manning at kmanning@tjopr.com or 312-267-4527.

Photo Caption: Englewood Construction recently completed the interior renovation of the American Girl Place store at 609 Fifth Avenue in New York City.

