

Retailworks, Inc.  
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## **Retailworks' Design Studio Relocates to Downtown Milwaukee**

### *Move Frees up Space for Rapidly Growing Display Division*

Retailworks, Inc., which helps retailers across the U.S. and Canada increase sales through branding and design (interior and exterior), has expanded into the historic Steinmeyer building at Highland Avenue and Old World Third Street in downtown Milwaukee.

Owner, Lyn Falk, said she had been considering downtown office space for the design division of Retailworks for over a year, and when the opportunity arose in the Steinmeyer building, it was the chance to fulfill that desire.

The move frees up space for the company's rapidly growing display and visual merchandising division, "I LOVE That Display," which remains in Mequon where Retailworks had been since 2011.

The company develops and implements environments that entice consumers to buy (products and/or services) and to become repeat customers. The continued success of Retailworks, which marks 21 years in business this year, and the growth of the display division, show the continued importance of brick-and-mortar retailing amid the rise of online shopping, Falk said. "As mobile purchasing expands, it's more important than ever to have a strong branded environment, and to give the customer an incredible shopping experience," Falk said. "Retailers have to be at the top of their game in both areas. Without these strengths, they can lose sales and market share."

Retailworks has been retained for projects in 28 states and Canada. Clientele represent more than 35 different retail industries, as well as numerous non-traditional retailers such as restaurants, medical professional offices, corporate headquarters, financial institutions, showrooms, and downtown communities. Local clients include Kessler Diamonds, Outpost Natural Foods, Stan's Fit for Your Feet, and Stein's Garden and Home.

In addition to her design and consulting work, Falk speaks on retail design nationwide, writes for several national retail publications, and is a consultant with National Main Street Center. She also serves on the Local First Milwaukee board of directors.

The downtown office is at 205 W. Highland Ave., Suite 403. The Mequon location is at 6000 W. Executive Dr., Suite C.

Retailworks is online at [retailworksinc.com](http://retailworksinc.com).