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AWARD-WINNING BRAND AGENCY BLACK RETAIL EXPANDS TO LONDON
*Launches UK-Based International Center for Retail Innovation – **Black Retail CRI***

March 09, 2017 – Minneapolis-based brand agency BLACK RETAIL (Black) today announced growth plans for its first international office, based in London and opening in March 2017. The UK location will serve as the agency’s international *Center for Retail Innovation*, known as Black Retail CRI. It will focus on strategic and creative development within the rapidly evolving retail sector.

Black’s London operation will be an insights-driven gateway for international retailers seeking expansion into the US, while also serving Black’s US-based client roster with global services and market intelligence on trends, talent and best practice from Europe and beyond.

Black is pleased to announce the appointment of Colleen Sullivan as Managing Director - Europe, to head up its London-based practice. Sullivan’s deep experience in global brand strategy and thought leadership, combined with her focus on business growth, make her the ideal candidate for the London offer as it looks to break new ground for the retail sector.

“London is one of the world’s great creative markets, and an ideal bridge between USA, Europe and beyond,” says Tina Wilcox, Black Retail CEO and Creative Director. “This UK presence heralds a new chapter for Black Retail, and is paramount to our plan for global expansion. It brings Black closer to a wealth of international opportunities, and provides a platform for our expanded strategic capabilities. We are absolutely thrilled to have Colleen join our already talented team at Black in this venture.”

Sullivan, a US native, has been living and working in London for the past 18 years. Formerly with independent worldwide comms giant Edelman, and other leading agencies, she has represented blue chip companies and some of the world’s top brands in retail, food & drink, culture, travel & leisure, and consumer products. Highlights include Selfridges, Liberty of London, Levi Strauss, Peroni Nastro Azzurro, Microsoft, Unilever, The World Gold Council, and international 5-star travel and hotel destinations.

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About Black Retail

Black Retail is in the business of taking retail stores and products to new heights, while never forgetting the bottom line. This includes brand strategy, environments, design, identity, communications, innovation, and advertising. Perfectly formed for today's marketplace, it is a mid-size agency with global reach. Black's senior team has refined 30+ years of high-octane experience working together into a truly unique creative offer for clients. The agency is headquartered in Minneapolis, Minnesota. Its global Center for Retail Innovation (Black Retail CRI) is based in London, UK. Black's client roster includes leading brands as well as retail, entertainment & media groups including Walmart, Universal, JCPenney, Toys"R"Us, Martha Stewart, Banana Republic, Starbucks, DreamWorks, Disney, Sony, Target, Best Buy, Mattel, General Mills and more. For more information visit: www.blackretail.us

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