

## **FOR IMMEDIATE RELEASE**

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## **ARCHITECTS BRING RETAIL SUCCESS BY DESIGN**

PLEASANTVILLE, NEW YORK – April 12, 2005 – Fivecat Studio / McCarthy LePage Architects, P.C. has been commissioned to perform architectural and interior design services for the renovation of Pure Indulgence, a specialty retail boutique located in Thornwood, New York and specializing in the sale of fine chocolates, premium cigars, pastries and ice cream.

Mark R. LePage, AIA, President of Fivecat Studio / McCarthy LePage Architects, P.C. said that the new store will follow the lead of the client's recently completed flagship store in Somers, New York, "Pure Indulgence at Somers Commons is a perfect example of how store design is integral with retail success. We designed the Somers store to be a destination, a place people will tell their friends about. Two years later, people are still talking about it."

Playfully inspired by the retail boulevards of France and Italy, the Somers store was designed to be an oasis of luxury. Tile flooring, with an appearance of ancient stone, large arched "storefronts" with over-scaled trim and hanging signs, encourage customers to suspend reality for a moment and lose themselves among the aromatic fragrance of fresh coffee and hand-dipped chocolates.

Unlike the unique European flair of the Somers store, the new Thornwood location for Pure Indulgence will be all-American. "The client requested that the new store be inspired by the classic 1950's pop shop. We have taken that request for '50's cool, added a pinch of Hollywood glamour and gave it all a modern edge", LePage said. Fivecat Studio is well known for their New American style, mixing the traditional with cutting edge modern design.

Currently under construction, Pure Indulgence, Thornwood, is scheduled to re-open this summer. An animated 3D virtual walk-through can be viewed at the Architect's website located at [www.fivecat.com](http://www.fivecat.com).

Established in 1999, Fivecat Studio / McCarthy LePage Architects, P.C. provides complete architectural services for fine residential, specialty retail and restaurant projects throughout Westchester and Fairfield counties. The firm recently received a Design Award for Excellence in Interior Architecture from the Westchester / Mid-Hudson chapter of the American Institute of Architects (AIA).