

For Immediate Release

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**Corporate Branding Mesh System from Cambridge Architectural
Outfits Chicago Storefront**

CAMBRIDGE, MD...Cambridge Architectural, America's leading manufacturer of architectural mesh systems, recently constructed a Corporate Branding mesh system for an Urban Outfitters storefront in downtown Chicago, IL.

Each Urban Outfitters store is designed to match the earthy, antique vibe of the company's merchandise. No two stores are alike – inside or out – and the company does not rely on traditional retail marketing tactics to spread their name. That is why corporate branding elements that deliver quick visual clues to brand identity, like that provided by Cambridge Architectural, are so important.

Perfectly distressed furniture, trodden plank wood floors and aged, painted chandeliers slung from the ceiling give each store a familiar, comforting feeling. The merchandise – men's and women's clothing, eccentric gifts, and fitting home décor – is geared toward urban-oriented college students and young professionals.

Urban Outfitters usually chooses unique historic buildings for its stores, and the charming old building on State Street that houses the company's new store in downtown Chicago has just that charm.

A Cambridge Architectural Corporate Branding mesh system was installed vertically as a backdrop for the storefront's Urban Outfitters signage. Cambridge Architectural woven metal fabric in the Ridge pattern was wrapped around Tableau attachment hardware to create the 24 panels that support the store's sign. The average panel size is 5' wide by 10.5' high.

Corporate Branding mesh systems provide unique opportunities for displaying elements of corporate branding. Corporate signage can be attached to these systems. Logos can be laser etched or sandblasted directly onto metal fabric. Custom metal fabric patterns featuring corporate colors or other exotic metals are also available. Lighting effects or branding imagery can also be projected onto the surface of metal fabric patterns with a unique and highly desirable result.

"Today, mesh systems appear much more frequently on retail and other commercial buildings because of the new and unique aesthetics they provide," explains Kevin Mayer, Cambridge's director of business development and marketing. "This allows architects to experiment with these systems to create interesting building facades at an affordable price."

Pompei A.D., New York, NY, has designed this and 61 other multi-level "retail environments" for Urban Outfitters, Inc. in North America and Western Europe. Tri-North Builders, Madison, WI, served as the project's general contractor.

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Cambridge/Urban Outfitters – Plus One – Contact: Lauren Ban 412-571-1600

Cambridge Architectural is the leading American manufacturer of architectural mesh systems. The elements of a Cambridge system include the attachment hardware and the metal fabric. Systems include Façade, Space Sculpting, Corporate Branding, Security and Safety, Solar, Ventilation, and Landscape Interiors. For more information about Cambridge Architectural call 1-866-806-2385 or visit www.cambridgearchitectural.com.

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