



There are those that consider shopping a religious experience. So when Jacobson's Stores, Inc. needed an architect to transform the stripped down shell of a former department store into a high end retail mecca bearing the Jacobson's name, who better to call on than **Brown Teeffey & Associates Architects, Inc.**

MAKING MIRACLES HAPPEN



This 40-year old Bloomfield Hills, Michigan-based architectural firm has broad experience in all building types, ranging from commercial and industrial to residential. They also hold the record for designing more archdiocese churches than any other firm in the Detroit metropolitan area. With names like Guardian Angels Catholic Community, Our Lady of Refuge and Saint Mary of the Hills Catholic Church on their resume, you might say that Brown Teeffey and Associates was the answer to Jacobson's prayers.

So when the previous tenants departed, Jacobson's decided to start from scratch and had the building stripped and gutted.

"Basically, we were starting out with what amounted to nothing more than a big white box," according to Linda Bramlage, Vice-President and Director of Store Planning for Jacobson's Stores, Inc.

The retailer sought to attract the type of upscale shoppers in Louisville, that are typical of Jacobson's clientele elsewhere. According to Bramlage, Jacobson's executives knew exterior design would be the key.

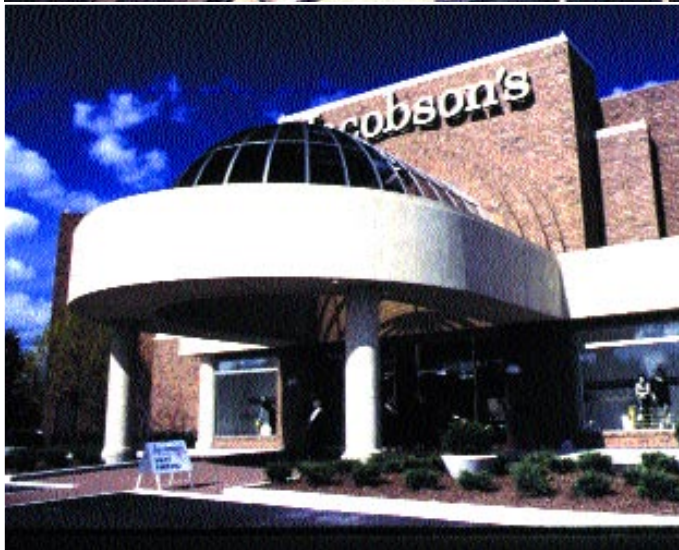
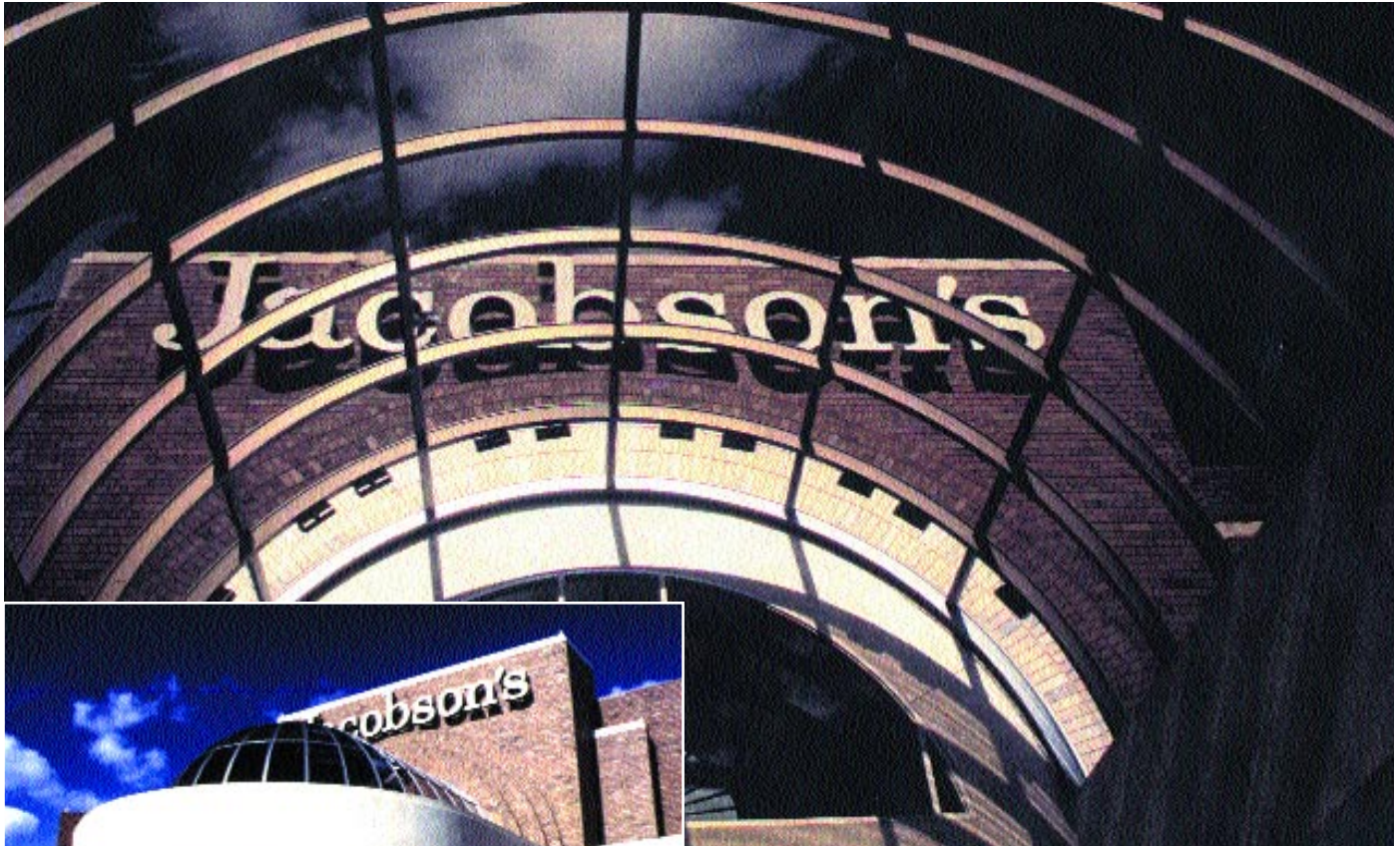
Faced with the all important task of moving into a new market, Jacobson's was looking to create a "signature piece" representative of the chain's 127-year-old commitment to quality. It was a good opportunity for the retailer in its new Kentucky home, the anchor store of the prestigious Oxmore Center.

"Oxmore is located near a freeway where cars go whizzing by. It's not like an in-town location where you have the benefit of people strolling alone and window shopping. The task at hand was to find a way to quickly grab their attention."

It's no miracle that Jacobson's turned to Brown Teeffey and Associates



n Above Left Jacobson's Store, Louisville, Kentucky. Lower Left Jacobson's Store, Louisville, Kentucky. Lower Center Jacobson's Store, Birmingham, Michigan. Lower Right Jacobson's Store, Laurel Park, Livonia, Michigan. Above Right Jacobson's Store, Laurel Park, Livonia, Michigan.



In Above Jacobson's Store, Briarwood Mall, Ann Arbor, Michigan. Left Jacobson's Store, Entrance to Briarwood Mall, Ann Arbor, Michigan.

for the solution. After all, the firm had previously designed exteriors of Jacobson's stores in East Lansing, Ann Arbor and Livonia, Michigan, just to name a few, where they succeeded in capturing the essence of Jacobson's appeal and mystique through the use of arched entrances.

In keeping with Jacobson's overall style, however, Brown Teefey has always felt it important to avoid using a "cookie-cutter approach." So rather than use the same design over and over, the architect intergrated "the arch" into the exterior of each building with regard to each respective store's individual "personality" and location. The Louisville store was certainly no exception.

"We wanted to create something that was large enough and dynamic enough to grab the attention of people on the road," says Timothy P. Teefey, Senior Vice President and Designer. "But we also wanted the design to reflect the style and mystique of Jacobson's."

Drawing off the idea of the "arch," which has become somewhat of an identity in Jacobson's exteriors, Teefey created

two "grand entrances" at the Louisville store. The huge glass-domes "porte-cocheres" provided a stunning and impressive entryway in the new Jacobson's. Equally important, they proved to be functional, allowing shoppers drive-up access to the door while providing them with protection from the elements.

"The combination of the 'porte-cochere' with the Jacobson's 'signature' arched doorway makes a bold statement but also has a soft, classic feel that caters to the feminine side," says Teefey, referring to the large percentage of Jacobson's female customers.

Bramlage agrees, saying that Brown Teefey and Associates has been able to create the type of environment that appeals to Jacobson's customers because they've taken the time to learn what Jacobson's is all about.

"We felt confident that they understood the scale of what we wanted," says Bramlage. "They have a unique ability to interpret the design intent of the client because they listen to the client."

And to that, we say, Amen.