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## **Hiscoe of Shawmut Design speaks at POPAI's SIM Retail conference**

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SAO PAULO, BRAZIL Shawmut Design and Construction executive vice president & COO Les Hiscoe recently presented in Brazil at POPAI's SIM Retail 2012 international conference. Hiscoe's presentation focused on how international retail brands can enter the U.S. retail market. An expert in this arena, Hiscoe has helped build Shawmut's status as a preferred builder for many of the most exclusive and popular luxury retail brands, completing high profile projects for clients such as SEPHORA, LACOSTE, Apple, David Yurman, Longchamp, Tourneau and many others.

Hiscoe said, "The U.S. luxury retail market represents a tremendous opportunity for international brands not yet doing business here. With uncertainty in the European economy and slowing development growth in China, luxury brands are re- focusing their attention here. It is exciting to meet many different executives from across the globe, discuss the challenges they are facing and share some of the lessons I have learned from my experience helping brands. To date, we have partnered with over 30 retail brands to implement their initial store concepts in New York, Los Angeles and around the country. One of the strengths we offer these clients is our broad visibility into many brands. We enjoy the luxury of working with notable retailers, including Apple, Uniqlo, Shutz (from Brasil), Louis Vuitton, Chanel, Gucci, and many, many others. Our deep knowledge of many different retail formats allows us to bring an arsenal of tools to the first time retailer in the U.S."

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