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BEEHIVE CO-OP TAKES “LOCAL BY DESIGN” MODEL NATIONAL WITH FIRST AFFILIATE LOCATION IN ATLANTA

Innovative Sustainable Retail Concept Refashions the Co-op As A Hip Hive That Supports Local Economies, Independent Designers and Entrepreneurs

ATLANTA – (Nov. 15, 2007) Beehive Industries, LLC (<http://www.beehiveco-op.com>) has announced the sale of its first franchise affiliate, the flagship Beehive Co-op store opened by company president and founder Petra Geiger in Atlanta in 2004. Beehive’s innovative business model champions local economies, designers and entrepreneurs by sourcing fashion, art, and decor from the most exciting emerging professional designers and artists in the region – a national brand that is local by design.

Geiger says that amidst the runaway trend of local, organic food, Beehive addresses a fresh facet of sustainable business and a new era of progressive retail being energized by independent entrepreneurs.

“A lot has been written about food miles, but what about fashion miles?”, said Geiger. “Beehive harnesses the collective vitality of the local design community, empowers entrepreneurs, and keeps dollars in the local economy. And it’s a completely refreshing alternative to the sameness of the mall and chain stores.”

The Atlanta store was purchased in October by Viviana Campbell, a former marketing executive originally from Northern Italy.

Geiger says plans for the next Beehive Co-op, in New York, are in the works. She envisions that eventually major cities across the U.S. will each have their own Co-op, in effect creating a national marketplace for unique, handcrafted and locally made products. She sees Beehive continuing to evolve in the coming years as a marketing partner for independent creatives and entrepreneurs.

“I started Beehive because I saw a need that wasn’t being met by the traditional retail environment,” said Geiger. “As a designer I was frustrated by how hard it was to

affordably display and market my products. I hear the same lament from other professional designers and wanted to create a dynamic retail environment that could really showcase the beauty of their products.”

Beehive’s interpretation of the co-op model is simple: each store’s owner rents space to local designers, who pay a low monthly rent in exchange for a dedicated boutique space in the store. Each co-op member must work several hours in the store each week, which keeps overhead low and creates a collaborative environment where entrepreneurs can share new approaches to marketing and operating their businesses.

“Beehive brings a community of the best emerging design talents in a region together and allows them to learn from each other,” said Geiger. “It gives consumers a chance to connect with the artist who made their one-of-a-kind handbag or quilt, and in so doing offers a retail experience that emphasizes quality over quantity.”

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For more information on Beehive Co-op, visit www.beehiveco-op.com