



**FOR IMMEDIATE RELEASE**  
FOR INFORMATION CONTACT:

**Rebecca DeVille**  
305-695-8700  
rdeville@terranovalcorp.com

## **MELISSA SHOES EXPANDING ON LINCOLN ROAD**

**MIAMI BEACH, FL** – October 22, 2014 – Terranova Corporation celebrates the upcoming relocation and expansion of Melissa Shoes on Lincoln Road, giving the popular Brazilian shoemaker a larger presence on South Florida's premier retail high street.

Come October 25th, Melissa Shoes will sell its innovative designer-styled shoes in its new 918 square foot store at 821 Lincoln Road, Miami Beach, FL. The Brazilian retailer's move follows a successful one-year stint in a pop-up space at 830 Lincoln Road.

"The visibility on Lincoln Road, even for a small pop-up store, gave Melissa Shoes an excellent showcase to introduce its brand and unique styles, which had very limited exposure in South Florida," said Terranova Executive Vice President Mindy McIlroy, who represented the landlord in the 5-year deal for a larger space. "The Melissa Shoes store will take its success to the next level and showcase this exciting footwear brand in their new larger location."

For over 30 years the Melissa label has been creating and designing shoes that are exported to all parts of the world, becoming one of Brazil's most loved brands outside of that country. As it began collaborating with designers such as Vivienne Westwood, Jason Wu, J. Maskrey and Karl Lagerfeld, Melissa's creations needed to be on display in their own Melissa stores or "galleries" in strategic cities throughout the world. In addition to the Lincoln Road location, Melissa Shoes has opened "gallery" stores in New York, Spain and, coming soon, London.

Eco-friendliness is part of the Melissa brand appeal, reflected in both their shoes and Brazilian factory. Distinguishable by their sweet smell resulting from a secret concoction of fragrances mixed into the plastic during production, Melissa shoes are made from a company-patented malleable plastic that molds to the foot, breathes well, and is hypoallergenic. Melissa recycles 99.9% of factory water and waste, and overstock styles are recycled into next season's collection.

Melissa Shoes on Lincoln Road will join a tenant line-up that includes other leading retailers such as Fossil, Armani Jeans, Havana 57, Aldo, Aesop, Steve Madden, and Dylan's Candy Bar.

**Terranova Corporation, South Florida's leading commercial real estate advisory firm, currently is involved with commercial real estate assets for its clients and its own portfolio valued at over \$1 billion. Terranova offers complete commercial real estate services, including asset and property management, leasing, tenant representation, acquisitions, dispositions, financing, construction management and development.**