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A Store is Born to redirect, reinvent retailers

Mira Bergen Retail Inc., an Atlanta retail services firm, was reincarnated this spring as A Store is Born Inc.

Bergen, formerly with CB Commercial in Atlanta and Cadillac Fairview Shopping Centers, has teamed up with Wanda W. Buckley to launch a company that will specialize in leasing, site selection, consulting and tenant representation for retailers.

Bergen said A Store is Born will also concentrate on assisting in urban renewal projects, launching celebrity



TOMMY BUTLER

Mira Bergen (left) and Wanda Buckley: The future is in specialty retailers, they say.

**RETAIL
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retailing ventures and working with companies that traditionally haven't offered products or services at the retail level. For instance, A Store is Born is currently helping a national mail-order

catalog company launch a retail store, Bergen said.

"There are a lot of great retailers that some brokers don't want to deal with," Bergen said. "It's our feeling that the future of retailing is in specialty retailers."

Buckley, who met Bergen for the first time last year, said the new company will be attentive to upstart retail concepts and struggling retailers that need some "redirection" and "re-invention."

The partners also have tossed around the idea, not so jokingly, of creating a subsidiary called Retail Therapy Group to counsel retailers through difficult business decisions. "We're very good hand-holders," Buckley said.