



## RETAILERS GET THEIR WINGS

In efforts to beautify their surroundings and attract retail traffic, retailers are spreading their wings — literally, at times — by adding murals to the exteriors of their stores.

by BECKY TYRE

In 1998, Sharon Coleman's Richmond, Va., gift shop Tinker & Company burned to the ground after a candle caught fire. Just a wall away from thousands of lacquers, paint thinners and other flammable supplies, there were no injuries or major explosions. The Coleman family always believed that angels kept them safe.

Fast forward to October 2017 and the debut of the two angel wing wall murals on the storefront of Tinker & Company on Westwood Avenue. Inspired by the internationally known angel wing artist Colette Miller, Tinker Wings pay homage to Miller's Global Angel Wing project, founded in 2012. "Her vision reminds us that we are all angels on this earth," said Coleman.

Tinker Wings are a set of two murals, one for adults and

a smaller version for kids. The murals were painted by accomplished Richmond artist Kate Khalilian, who happens to be one of Tinker's store managers. The murals have brought additional notoriety to the store. "Anything that brings attention to your business results in added sales," said Coleman. Customers have used her murals for their Christmas card pictures, and the wings have attracted a teenage girl audience, bringing them in for birthday party outings.

The Tinker Wings have a separate Instagram account, and the hashtag #tinkerwingsrva is included in the mural for all to share. Coleman's social media team leverages the murals' popularity by sharing and reposting images on Tinker's Instagram feed and Facebook page. It has been a very positive endeavor for the store and the community.