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# Luke's Locker moving flagship

Premium content from Dallas Business Journal - by Bill Hethcock, Staff Writer

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Dallas-based sports gear retailer Luke's Locker will move its flagship store from Oak Lawn to Park Cities Plaza, with a 12,600-square-foot, single-story location at 3046 Mockingbird Lane in Dallas.

The running and fitness store will move in June, leaving a less efficiently designed store at 3607 Oak Lawn, said **Matt Lucas**, the company's president. The store's lease expires in July.

"The parking is better, the visibility is better, and we're going from two floors to one," Lucas said. "That means it's going to be easier for our customers to shop our store."

The shoe area will be expanded and have more comfortable seating, he said. Walls will be decorated with pictures of community projects Luke's Locker has put on through its 30 years.

The family-owned company holds events to teach people how to exercise properly — from how to run a faster 5K to how to complete a marathon — with money raised at those events going to the Friends of the Katy Trail and similar causes.

"We're a very community-driven organization," Lucas said. "We're going to capture what we do as a company inside the store."

The lease comes after a two-year search for a new home, headed by tenant representative **John Amend** of [The Amend Group](#). Droese Raney Architecture Inc. of Dallas is handling the design work and Preston Pierce Construction Co., also of Dallas, is doing the interior renovations.

The proximity to Katy Trail and Southern Methodist University campus puts the store in the heart of the Dallas running and fitness scene, Amend said. The chain has withstood the test of time, he added.

"They've done great during the recession," he said. "They're the go-to people for sports and athletics equipment."

Luke's Locker has nine stores, with locations in Fort Worth, Plano, Allen and Colleyville, three stores in Houston and a recently opened store in Austin, in addition to the Dallas flagship. The retailer plans to focus on operating its existing stores for the next 18 months

before considering further expansion in Texas, Lucas said. The stores employ about 200 and have projected revenue of \$30 million for 2011, he said.

Luke's Locker has thrived through the highs and lows of the fitness movement because it focuses on service, Lucas said.

"People are continuing to discover running and fitness as a really important way to improve their lives," he said. "We are continuing to focus on how we can provide the best service possible."

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