

RETAIL

Upping the luxe in downtown Dallas

More high-end stores join shopping mix with Joule renovation

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Dallas-based Headington Cos. is attempting to jumpstart upstart specialty retail in downtown Dallas with a collection of shops that are part of its \$90 million renovation of its Joule hotel.

International luxury book publisher Taschen is opening a library bookstore in the Joule's lobby. It will be only the fifth U.S. store for Taschen, known for its richly illustrated books about architecture, design, photography, lifestyle and classics.

Among the shops coming by January are a Tenoversix boutique, a first Texas leap from Melrose Avenue in Los Angeles. The boutique specializes in high-end clothing

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for men and women as well as other items.

Joule will also house an 8,000-square-foot Espa Spa with a 1,200-square-foot shop selling the U.K. spa's products.

Traffic Los Angeles will have both a 2,000-square-foot men's and a 950-square-foot women's store connected by Main Street Alley. Some stores will have entrances from both the hotel and Main or Commerce, and Joule's lobby is being expanded to be accessible from both streets.

The new stores join the Next Vintage Wine shop. A sundries shop and an epicurean shop with food to go are also coming.

If these and other retail plans by oil tycoon Tim Headington are successful, it's safe to say local luxury shopping is about to get more competitive from a real estate standpoint with downtown Dallas in the mix. Highland Park Village, NorthPark Center and Galleria Dallas already compete fiercely for the first-to-the-market luxury stores.

The Joule is next to downtown stalwart Neiman Marcus.

Headington also owns other Main Street properties that are being shopped to upscale brands. The company has been working with Neiman Marcus to be sure its new tenants are complementary.

"We want to maintain the heritage branding of luxury as this renaissance happens," said a spokeswoman for Headington.

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