



## **lululemon Comes to Naperville, Retail Construction for Niche Stores Spurs Ahead**

- Posted by [Taylor Johnson](#) on April 21, 2010 at 4:00pm



CHICAGO – Englewood Construction, one of the country’s leading national retail construction firms, has announced the recent completion of two niche retail stores: an 8,644-square-foot American Girl boutique store in Lone Tree, Colo., a suburb of Denver, and a 3,063-square-foot lululemon athletica store in Naperville, Ill., a suburb of Chicago.

According to William Di Santo, president of Schiller Park, Ill.-based Englewood Construction, the completion of these two stores indicates that retail construction still has a strong pulse when it comes to niche retail brands.

“For our retail clients who dominate a market category, such as American Girl and lululemon, the construction work is still there because the public is positively responding to the unique shopping

environment of their stores, which in turn leads to the brands opening more stores,” said Di Santo. “And certainly from a construction aspect, these stores stand out with their vivid architectural details that reflect each brand’s culture.”

Di Santo isn’t alone in being optimistic about the retail industry. According to the *Wall Street Journal*, the International Council of Shopping Centers trade group forecasts a 5.1% increase in retail sales in the first quarter over the same period a year earlier.

“Another reason retailers like American Girl and lululemon are so successful is that they partner with vendors like us who have an inherent understanding of their brand,” said Di Santo. “In today’s marketplace, it’s very easy for a retailer to use the construction firm with the lowest bid. But what smart retailers like American Girl and lululemon do is look beyond the bid to make sure they’re aligning themselves with a general contractor who specializes in retail construction, is invested in their brand and has the ability to consistently construct stores in different venues and locations across the country.”

The Lone Tree store marks the fourth American Girl store Englewood Construction has built for the popular retail brand. Located in The Vistas at Park Meadows shopping center, less than 30 minutes from Denver, the one-story American Girl boutique store included the construction of retail space and a doll hair salon.

Located at 21 West Jefferson Ave., the one-story lululemon store in downtown Naperville is the seventh store Englewood Construction has completed for the athletic apparel company, and the fourth lululemon store it has built in the Chicago area. The build-out of the Naperville lululemon store included the construction of retail space and an area for yoga classes, plus exposing a historic interior masonry wall.

Pasadena, Calif.-based Jacobs Engineering Group, Inc was the architecture firm for the American Girl store in Lone Tree, while BKA Architects, Inc. out of Brockton, Mass, was the architect for the lululemon store in Naperville.

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