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Downtown: As Austin As It Gets

## Main Street of Texas

Keepers, a trendy men's clothing boutique, is one of Congress Avenue's greatest retail success stories. The store, which specializes in hand-picked casual and formal menswear from top designers like Ermenegildo Zegna and Versace, attributes much of its success to its prime location at the intersection of Congress Avenue and Sixth Street - downtown's 'Main and Main'.

"There's a certain charm and cache to downtown Austin," owner Chuck Haidet says. "Visitors want to experience the Main Street of Texas, which was once the shopping epicenter of town, because it is rich with culture, history and is the central hub of Austin."

## Double Digits

Haidet, who first housed his shop on an extremely busy intersection north of the downtown district, says his sales increased by double-digits when he moved downtown. He says heavy foot traffic and visibility have led to impulsive shopping.

"The majority of our business now comes from foot traffic. At our previous location, we didn't have the pedestrians sales we do here." Haidet says. "People aren't as inclined to stop by and look when they are in their car and maneuvering traffic."

In addition, Haidet says his downtown store, only blocks from the State Capitol and the Austin Convention Center, is in the middle of his target consumer group: local and traveling professionals with expendable incomes.

## Cast of Thousands

"The affluent traveler is one of our best customers." Haidet says. "We are within walking distance from the city's finest hotels, thousands of professionals and a growing number of residents. In addition, the University of Texas faculty and students are nearby and tend to be good customers."

While his business has successful for years, Haidet says his decision to move downtown was in part influenced by the district's growth potential and the increased customer base it brings.

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"One thing that is important to me is the belief that Congress Avenue will once again be the dominant shopping and entertainment district in Austin." Haidet says. "The growth we are seeing now, with the influx of residential spaces, businesses and the move towards urban life, is helping to achieve that goal. Coming downtown is becoming the hip thing to do and things just tend to be worth more if they come from here."

KEEPERS  
greater style. men.



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Chuck Haidet  
Managing Partner

For more information:  
Linda Asaf  
Retail Recruiter  
Downtown Austin Alliance  
P: 512.619.3303  
linda@downtownaustin.com