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# Online retailer chooses Louisville for distribution center

Premium content from Business First - by [John R. Karman III](#), Staff Writer

Date: Friday, June 24, 2011, 6:00am EDT

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JustFabulous Inc., an online shoe and handbag retailer, has selected Louisville for a large distribution facility.

The company recently leased 170,000 square feet in a 300,000-square-foot warehouse building at the Louisville Industrial Center in southern Jefferson County, according to **Tom Sims**, vice president of industrial properties for commercial real estate brokerage firm CB Richard Ellis/Louisville.

Sims represented the company in its search for space.

El Segundo, Calif.-based JustFabulous set up operations last month in the building at 7929 National Turnpike, Sims said. The space previously had been leased to Dixie Warehouse Services LLC.

Officials with JustFabulous could not be reached for comment before Business First's press deadline.

## Company approved for incentives in March

JustFabulous offers a monthly membership program that gives shoe and handbag shoppers access to stylists' advice about trends. Members receive recommendations from the company's fashion specialists after submitting information about style and preferences.

All JustFabulous shoes and handbags are \$39.95, and shipping is free. More information about the

company is available at its Web site, [www.justfab.com](http://www.justfab.com).

The retailer's Louisville project received preliminary approval for \$1 million in state tax incentives at a March meeting of the Kentucky Economic Development Finance Authority in Frankfort.

The company's filing with the state said it was considering Louisville or another Midwestern city for its distribution center. The project was described as a \$12.1 million investment.

The Louisville center is expected to employ 45 workers with an annual payroll of \$1.4 million, according to the company filing. The average hourly wage would be \$17.

### **Park home to storage, light-manufacturing businesses**

JustFabulous is owned by Intelligent Beauty Inc., a 5-year-old e-commerce business incubator in Manhattan Beach, Calif.

Other Intelligent Beauty holdings include DermStore, a skin care and beauty products e-tailer, and Sensa, a weight-loss product provider.

The building that houses JustFabulous is one of the newer properties at the Louisville Industrial Center, having been built in 1995 as a distribution center for Brown & Williamson Corp.

Most of the buildings in the park were constructed during World War II by the U.S. Army. The park was privatized in the 1960s and converted by local investors into a warehouse complex called Space Center.

It was renamed Louisville Industrial Center in 1973.

The park is located close to Louisville International Airport and Interstate 65. Most of its tenants are in the storage or light-manufacturing industries.

### **Park has weathered recession well**

**Jon Seiz**, president of Fortis Group LLC, the Louisville commercial real estate brokerage firm that is the leasing agent for most of the space at Louisville Industrial Center, said he has been "very favorably surprised" by the park's performance during the recession.

He was not involved in the JustFabulous lease transaction.

Seiz said occupancy at the center has remained at about 90 percent. He attributed the park's stability to its strong mix of local, regional and national tenants.

Louisville Industrial Center experienced "a soft patch" during the economic downturn of the early 2000s, Seiz said, losing tenants to consolidations and closings. It has weathered the most recent recession much better, he added.

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