



Industry Wrapups

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Retail

Seaside sidesteps Bend for newest Nike factory outlet

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by [Gina Binole](#)

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Seaside and Bend are battling it out to become the first Oregon city with a traditional **Nike Inc.** factory outlet store. But it looks like Seaside has sprinted into the lead.

Along Highway 101 in Seaside, Nike will join the likes of other footwear makers, such as adidas America, Nine West and Famous Footwear in the Seaside Factory Outlet mall.

The outlet mall has been open about a year, and Nike is the driving force behind a Phase II.

Construction on the 12,300-square-foot Nike facility has already begun, and leasing agent **Tom Hanacek** said he expects the store to open some time in September.

The other Nike outlet will be located in the

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Bend Factory Outlet Mall, but it is not scheduled to open until sometime in November, said Bob Mitchell, a Nike spokesman. That store will be bigger than the new Seaside facility at 13,500 square feet.

These two outlets will be somewhat different from the discount store in Northeast Portland, which is not in a mall. And they are the only ones in the state to be constructed since Nike announced it would build more outlets and fewer glitzy Nike Towns. The Beaverton-based company said it intends to double the number of U.S. outlet stores to 80 by the year 2000. Nike hopes to have about 50 overseas outlets within the same time span.

Doc Marten moves

While companies like Nike and Reebok Inc. struggle in the sneaker market, Portland's top brown shoe maker needs more space for its U.S. headquarters.

Doc Marten expects to move by June from its current 14,000-square-foot office in Montgomery Park to a 25,000-square-foot space in Michael Powell's building at Northwest 10th Avenue and Burnside.

Doc Marten president and CEO Martin Berendsen said the business is doing very well. With sales of "way more than \$200 million," the privately held company is now ranked No. 3 in brown shoe sales, which typically means outdoor and hiking shoes.

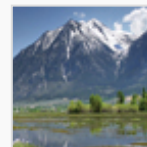
The company operates from Chile to Alaska, Berendsen said. And that means space has been tight for the company's 210 Portland employees.

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