



FOR IMMEDIATE RELEASE

## **Dallas Stars Join Hundreds of Fans Celebrating Sneaker Haven Grand Opening in Watters Creek Village**

*Sneaker enthusiasts stepped into new center for community in Allen helmed by  
young sneakerheads who grew up in the area.*

ALLEN, TEXAS – March 25, 2025 – **Sneaker Haven** gave fans a sneak peek of all the fun to come with an official grand opening celebration in Watters Creek Village on March 23. **Dallas Stars players Ilya Lyubushkin and Evgenii Dadonov** joined hundreds of fans in perusing Sneaker Haven's newest collection of shoes, taking pictures, interacting with other enthusiasts and enjoying the day in Watters Creek Village.

As the premier sneaker and streetwear boutique, Sneaker Haven offers a curated collection of sought-after footwear, apparel and accessories from top brands, including Nike, Supreme, Jordan, Off-White and more. Sneaker Haven buys new and gently used sneakers from collectors and sells only new collectible merchandise in store, as well as offering an authenticity guarantee.

"Our goal is to transform the sneaker resale landscape," said Justin Viel, a self-proclaimed sneakerhead who started buying and selling collectible tennis shoes as a young teen growing up in Lucas. "I always wanted to create a space where people could come in and ogle over the shoes and try them on. Everything here is brand-new and we take authenticity super-seriously. We want to be the place where everyone in the community feels welcome and appreciated."

Offering the level of customer service they personally want in a sneaker store is important to Sneaker Haven's owners, Justin Viel, Haris Khan and Walker Scheer. Viel and Khan discovered their shared love of buying and selling premium sneakers as high school students. They would run into each other in the school bathroom, where they had each escaped to so they could purchase exclusive sneakers online as they dropped and before they sold out. Viel met Scheer while standing in line for hours for the drop of another coveted sneaker. "We all started as kids wanting to get into buying and selling shoes," Viel explained.

Appealing to all types of sneaker enthusiasts, from the die-hard sneakerhead to the casual sneaker wearer, Sneaker Haven offers new shoes for men, women and children, offering shoes in sizes starting at 3.5 in youth and 5 in women's, all the way through size 13 for men.

From fashion-forward kids and teens who spend time following all the latest shoe releases to adult professionals feeling nostalgic for the desired sneakers from their youth, Sneaker Haven offers a convenient front door to the exciting and growing world of collectible tennis shoes. Sneakers in the store range in cost from \$110 a pair to \$10,000 for highly collectible pairs. Sneaker Haven is the only collectible sneaker store in the DFW area with a return policy and a guarantee for authenticity. The store also offers other athletic-inspired gear, such as the original DALLAS Haven Hoodies, designed by Viel's fiancé, Valerie Wu and known for their comfortable cut.

Viel and Khan are 2019 graduates of Lovejoy High School in Lucas, and they're proud to employ a team of 10 sneakerheads, many of whom are students or graduates of area high schools. When considering where to open their newest Sneaker Haven, Watters Creek Village in Allen was high on their list.

"I grew up in Lucas, and Watters Creek was the shopping area where we hung out. I would go there all the time," Viel said. "Once we heard that the ownership group that owned Highland Park Village, HP Village Partners, now owned it, we wanted to be there. We know how important it is to be in an area with good owners and managers."

When asked what the coolest pair of shoes Sneaker Haven at Watters Creek Village has in store, Viel was quick to answer: "The craziest shoes we have right now are two pairs of Nike Air Yeezeys, which are from before Kanye went to Adidas. They are brand new, in the box, dust bag and everything!" he said.

"I'm still a sneaker head at the end of the day! It's hard not to nerd out," Viel laughed.

For more information about the event and Sneaker Haven, visit [sneakerhaven.shop](https://sneakerhaven.shop) or follow the store on Instagram [@sneakerhaven.tx](https://www.instagram.com/sneakerhaven.tx). The store is open Monday through Friday, 12 to 8 p.m.; Saturday, 11 a.m. to 8 p.m.; and Sunday 12 p.m. to 6 p.m. at 873 Watters Creek Boulevard in Watters Creek Village in Allen.

**Watters Creek Village** is a unique, resort-style mixed-use development. With its vertically dense design, this 52-acre project incorporates a complete mix of uses including a large creekside village green, interactive public art, a variety of retail options, restaurants featuring al fresco dining and water views, and office space and residential lofts. The lifestyle destination's

purpose is to enhance communities, enrich lives, and create extraordinary environments. Watters Creek Village is committed to making a positive impact, always seeking ways to make a difference, honoring the destination's connection to the community and the environment. When the property opened in May 2008, it was the first retail development in Texas to be LEED certified by the U.S. Green Building Council. Watters Creek Village is located at U.S. Highway 75 and Bethany Drive at 970 Garden Park Drive in Allen, Texas. For more information, call 972-747-8000 or visit [watterscreek.com](http://watterscreek.com). Connect with Watters Creek Village [@WattersCreek](https://www.facebook.com/WattersCreek) on Facebook and [@WattersCreek](https://www.instagram.com/WattersCreek) on Instagram.

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*Editor's Note: For a Google Drive of images of the interior and exterior of Sneaker Haven at Watters Creek Village, as well as images of the owners and also the popular DALLAS Haven Hoodies, please find them here: <https://drive.google.com/drive/folders/1K5rcp-h5kGNCp3LS5hVtqk0OfI5HWRR5?usp=sharing>*

*For images from the grand opening, including Dallas Stars **Ilya Lyubushkin and Evgenii Dadonov**, please find them here: [https://drive.google.com/drive/folders/1PSo7yME2pGJSp90DsUYpQh\\_FHfzML\\_lm?usp=sharing](https://drive.google.com/drive/folders/1PSo7yME2pGJSp90DsUYpQh_FHfzML_lm?usp=sharing)*