



MIRACLE MILE SHOPS
AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS OPENS SEVERAL NEW STORES
INCLUDING THREE LAS VEGAS FIRSTS

LAS VEGAS – Miracle Mile Shops at Planet Hollywood Resort & Casino welcomes Las Vegas' only **Club Tattoo**, **Rock & Roll Religion** and **DC Shoes** to the center as well as the progressive fashions of **American Apparel**.

Club Tattoo – Now Open

Linkin Park front man Chester Bennington and long time friend Sean Dowdell founded the original Club Tattoo in 1995 in Arizona. Now in 2009, the pair is thrilled to open their first and only Las Vegas location inside Miracle Mile Shops. The flagship Miracle Mile Shops location features an extremely talented group of tattoo artists and body piercers. In addition, the store features a full boutique of Club Tattoo brand apparel, fine fashion jewelry and many other unique brands. Second to none in sterility, cleanliness, and professionalism, Club Tattoo sets the standard in the tattoo industry.

Rock & Roll Religion – Opening Late March

Rock & Roll Religion's Miracle Mile Shops location will be the Los Angeles based company's only Las Vegas outpost. Owned by designer Christopher Wicks, Rock & Roll Religion is the parent company of brands including *English Laundry*, *Fender: The Clothing Collection*, *Jimi Hendrix: The Experience*, and *DaVinci*. Wicks' designs are heavily influenced by rock and roll icons such as The Rolling Stones and The Sex Pistols. Most recently, Wicks joined forces with Scott Weiland, legendary lead singer of Stone Temple Pilots, to create *Weiland for English Laundry*. This contemporary men's collection boasts a variety of wovens, vests, t-shirts, pants, hats, ties and scarves based on original vintage patterns circa 1965 through 1979.

American Apparel – Opening Late March

Miracle Mile Shops welcomes American Apparel's trendy fashions to the center late March. With more than 260 retail stores in 19 countries, American Apparel continues to sweep the globe. Showcasing a wide range of items for men and women, the new location at the heart of the famed Las Vegas Strip serves as an ideal place for visitors to stop in and pick up outfits for all occasions. From dressing up for a night on the town to slipping into something for a day by the pool, American Apparel at Miracle Mile Shops has it all.

DC Shoes – Opening Early April

American footwear company DC Shoes opens their first and only Las Vegas location inside Miracle Mile Shops early April. The California based retailer features men's, women's and children's footwear inspired by an extreme sports lifestyle. Visitors to DC Shoes' Las Vegas outpost will find comfort in their wide selection, ideal for cruising the lengthy Las Vegas Strip.

Miracle Mile Shops, owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC, is the 1.2-mile retail/entertainment complex at the heart of Las Vegas Boulevard. Miracle Mile Shops boasts streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers, a multi-million dollar fountain show and contemporary, color-coded kiosks. The center benefits from its excellent street access and serves the 38 million tourists who visit Las Vegas each year. Miracle Mile Shops features 15 restaurants, live entertainment and 170 specialty stores including retail brands such as H&M, Urban Outfitters, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood and True Religion Brand Jeans. For more information, visit www.miraclemileshops.com.

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