



# MIRACLE MILE SHOPS

at planet hollywood resort & casino las vegas

170 STORES • 15 RESTAURANTS • LIVE ENTERTAINMENT

join our **mile of style**



Celebrity has a new vice. It's found in 475,000 square feet of sleek style, fierce fashion and sophistication that defines what it means to be on the A-list.

Miracle Mile Shops at Planet Hollywood Resort & Casino is a re-creation of cutting edge trends and urbanized architecture that can only be described as out of this world.

Right in the heart of Sin City's infamous Strip, this is where your passion gets put on the map; where stars aren't just seen, they're made; and where making your mark is the name of the game.

## Featuring

H&M  
American Apparel  
Urban Outfitters  
GUESS by Marciano  
Club Tattoo  
Billabong  
Quiksilver  
True Religion Brand Jeans  
Steve Madden  
Frederick's of Hollywood  
Cabo Wabo Cantina  
Betsey Johnson  
Sephora  
Aldo  
Metropark  
bebe  
and many more

## Location

The "50-Yard Line" of the Las Vegas Strip, surrounding Planet Hollywood Resort & Casino, adjacent to Paris Las Vegas and across from Bellagio and MGM Mirage's new CityCenter. The property is 10 minutes from McCarran International Airport, 15 minutes from downtown and is easily accessed from Harmon Avenue.

## Ownership

A partnership of Tristar Capital and RFR Holding LLC.

## Opened

Opened as Desert Passage in August 2000, re-branded as Miracle Mile Shops in May 2007.

## Merchandising

Finally, being trendy and hip doesn't mean expensive—thanks to Miracle Mile Shops. With 170 stores full of hot brand names like American Apparel, H&M, True Religion Brand Jeans, Urban Outfitters and many more, shopping is affordable and fun again.

## Features

A \$75 million redevelopment, completed in 2008, included revitalized architectural design that transformed the center to a sleeker, more urbanized and contemporary space.

### Exterior

- 6,000 square-foot state-of-the-art LED video screen
- Pedestrian bridge across Las Vegas Blvd. connecting Miracle Mile Shops with CityCenter and adjacent developments
- Backlit water feature

### Interior

- Modernized storefronts and RMU's
- Marble and wood flooring
- Signature crystal chandeliers
- Fountain water show with lighting and sound effects choreographed to custom music

## Statistics

- 475,000 square-foot GLA
- 170 stores
- 15 restaurants
- 3 live performance theaters
- \$700 sales per square-foot, 81 percent above national average
- 62,000 visitors per day, 22 million visitors annually

## Planet Hollywood Resort & Casino

- One of nine Harrah's Entertainment properties on the Las Vegas Strip
- 2,500 rooms and suites featuring one-of-a-kind movie memorabilia
- PH Towers by Westgate: 1,200-suite luxury hotel timeshare
- Over 120,000 square-foot casino
- 7,000 seat Planet Hollywood Theater home of the Miss America and Miss USA Pageants, concerts and Broadway shows
- The CHI Showroom: 1,500 seats, featuring the production PEEPSHOW and movie premieres
- 32,000 square-foot Planet Hollywood Spa by Mandara
- World-renowned restaurants such as KOI and Strip House
- Energetic nightlife including a nightclub and lounges



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