



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

For Immediate Release

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DENIM ROYALTY TRUE RELIGION NOW OPEN INSIDE MIRACLE MILE SHOPS AT PLANET HOLLYWOOD RESORT & CASINO

LAS VEGAS –Miracle Mile Shops at Planet Hollywood Resort & Casino opens ultra chic and trendy Los Angeles based premium denim company True Religion.

True Religion's Miracle Mile Shops location is the retailer's first venture in Las Vegas. Located at the epicenter of the famed Las Vegas Strip, Miracle Mile Shops' sleek, urbanized and contemporary design makes it the perfect outpost for the denim phenomenon's street style fashions, signature oversized copper and silver hardware, asymmetrical hemlines and truly unique vintage flair.

"True Religion is a great addition to the new culture of Miracle Mile Shops," said Miracle Mile Shops co-owner, David Edelstein. "Their innovative and cutting edge design resonates perfectly with the new look and feel of Miracle Mile Shops."

True Religion is well known for its intense attention to detail. From fashion-forward seams, to remarkable embroidery and innovative hand-sanded vintage washes, True Religion has distinguished itself as a leader in the high-end denim market for men, women and kids. The brand also includes a multitude of colored corduroy pants, skirts, shirts, shorts, jackets, blazers, hoodies, T-shirts and everything in between.

Its expanding product line includes high quality and distinctive styling denim, denim-related sportswear and licensed products. In addition to the Miracle Mile Shops location, True Religion can be found in premier department stores and boutiques in 50 countries including the United States, Canada, Germany, United Kingdom, France, Spain, Scandinavia, Greece, Italy, Mexico, South America, Australia, South Africa, the Middle East, Korea, Japan and China.

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, please call (888) 800-8284 or visit www.miraclemileshops.com.

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. Due to ongoing renovations, Miracle Mile Shops now boasts many streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers 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 Urban Outfitters, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood, H&M and True Religion Brand Jeans. For more information, visit www.miraclemileshops.com.

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For More Information

Brad Seidel / Lindsey Rathjen, Kirvin Doak Communications: (702) 737-3100