



**MIRACLE MILE SHOPS**  
AT PLANET HOLLYWOOD RESORT & CASINO  
LAS VEGAS

**For Immediate Release**

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**HIPSTER CLOTHIER URBAN OUTFITTERS NOW OPEN INSIDE  
MIRACLE MILE SHOPS AT PLANET HOLLYWOOD RESORT & CASINO**

LAS VEGAS – Urban Outfitters, the trendsetting clothing and apartment furnishings retailer, has opened it's second and largest Las Vegas location, a multi-level, glass front store inside Miracle Mile Shops at Planet Hollywood Resort & Casino.

Urban Outfitters has built a solid reputation for providing the most cutting edge clothes for men and women and hippest apartment décor to their loyal audience of trendy customers with unique styles.

With brand names like Free People, Lux, Ben Sherman, Lacoste, Diesel, True Religion and Hudson in men's and women's apparel, Urban Outfitters delivers a unique and eclectic mix of fashion merchandise in an energetic, hip store environment. Products range from women's & men's apparel, accessories and footwear to items for the apartment, as well as gifts and novelties.

“Conveniently located directly off Las Vegas Boulevard, this store attracts some of the trendiest and most diverse shoppers,” said Russ Joyner, senior vice president and general manager of Miracle Mile Shops. “The store's large glass front, prime location and three levels of trendsetting clothing make it very clear that Urban is not just a store, it is a shopping destination.”

Urban Outfitters currently operates more than 81 stores in the US, Canada, the UK and Ireland. Urban Outfitters offers its customers the opportunity to shop online, through their catalog or in stores.

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](http://www.miraclemileshops.com).

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**For More Information**

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