



For Immediate Release

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**VICTORIA'S SECRET AT MIRACLE MILE SHOPS
UNDERGOES MULTIMILLION-DOLLAR RENOVATION**

LAS VEGAS –Victoria's Secret begins construction on a multimillion-dollar renovation of its [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) location in late May, 2011.

Construction will take approximately three-months to complete. The newly renovated 7,722 square-foot store will serve as a prototype for Victoria's Secret, featuring various design elements not found at any of its other Las Vegas locations. During the re-model, Victoria's Secret will temporarily operate out of a larger, upgraded location elsewhere within Miracle Mile Shops.

"It's great to see tenants that have been operating successfully for so long choose to update their concept," remarked Russ Joyner, senior vice president and general manager of Miracle Mile Shops. "I'm confident that the investment Victoria's Secret has decided to make in their Miracle Mile Shops location will prove to be very successful."

Victoria's Secret is one of nine merchants that have chosen to upgrade their existing location by investing in a remodel. Other tenants such as [Lucky Brand Jeans](#) and [bebe](#) will also undergo remodels throughout 2011 thanks to 16 consecutive months of double digit increases in property-wide foot traffic and sales.

Tweet It: The @VictoriasSecret store @MiracleMileLV undergoing multimillion \$ renovation. Will become prototype location

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, call (888) 800-8284. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#) and [YouTube](#).

Miracle Mile Shops at Planet Hollywood Resort & Casino is a 1.2 mile retail/entertainment complex at the heart of the famed Las Vegas Strip featuring 170 specialty stores, 15 restaurants and three live entertainment venues. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and world class bull riding; the affordable fashions of H&M; Sugar Factory, the sweet shop adored by Hollywood's hottest celebrities; surfing lifestyle retailer Billabong; GUESS by Marciano; Urban Outfitters; True Religion Brand Jeans; 15,000 square-foot bar and restaurant Cabo Wabo® Cantina; Las Vegas' very own Sin City Brewing Co.; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; the only Ben Sherman in the city; as well as a multi-million dollar fountain show. Miracle Mile Shops is owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC. For more information, visit www.miraclemileshopslv.com.

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