



**For Immediate Release**

Aug. 9, 2011

**BEBE CELEBRATES THE OPENING  
OF ITS REMODELED MIRACLE MILE SHOPS LOCATION**

**Tweet It:** Re-opening celebration for @bebe\_Stores @MiracleMileLV @phvegas Aug 12, 6 pm. Music, food, discounts and fashion!

**LAS VEGAS** – bebe inside [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) invites shoppers to attend its grand re-opening celebration on Friday, Aug. 12 at 6 p.m. Fans of the retailer will enjoy complimentary drinks and appetizers, music and live modeling. The evening will also feature several limited-time offers including 15 percent off purchases of \$125 or more and a free luxe bebe crystal charm keychain with any purchase. bebe is one of nine Miracle Mile Shops tenants that each recently chose to upgrade their existing location by investing in a remodel.

Some restrictions may apply. Luxe bebe crystal charm keychain available while supplies last. 15 percent discount available through Sunday, Aug. 14 exclusively at bebe’s Miracle Mile Shops location.

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

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](#).

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**For More Information**

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