



## MIRACLE MILE SHOPS CELEBRATES SEVERAL NOTABLE PROPERTY UPDATES



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**LAS VEGAS (April 15, 2024)** – Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, is pleased to share the property has made transformative changes to its appearance and offerings in the past year. With enhancements to the flooring, lighting and furnishings, installation of state-of-the-art LED screens and other technology, upgrades to the iconic **Rain Show** and introduction of the brand-new projection mapping display, **The Lost City Show**, Miracle Mile Shops completed its extensive interior and exterior renovations in winter of 2023.

**The Lost City Show**, located in front of V Theater, was created with the help of innovative projection mapping technology, which allows projections to envelop any surface and create surreal effects. Visitors can watch fire, water, ice, earth and wind dance across the stone facade of V Theater and the surrounding cityscape.

The iconic **Rain Show** was well-known for its exciting indoor display of thunder, lightning, fog and rain showers, and after extensive revitalization, it has returned to Miracle Mile Shops. With the installation of cutting-edge projection technology, the Rain Show delights audiences with its light and water

spectacle. Guests can cross over the Rain Show's pond on a bridge designed to position viewers in the middle of two walls of water falling from the famous sky-ceiling.

While the renovation project has been completed, the shopping center's transformations won't stop in 2024, as Miracle Mile Shops recently announced the **highly anticipated food collective, Miracle Eats**, set to debut in winter of 2024. The court near the south entrance to Miracle Mile Shops will be completely redesigned for Miracle Eats and will invite guests to relax and recharge with as many as 11 delectable food and beverage options. Restaurants coming to Miracle Eats will be announced at a later date.

Miracle Mile Shops has brought in-demand retail and dining options to the Las Vegas Strip, including Las Vegas' first **JD Sports** and **Rosa Mexicano** locations. Hailing from the UK, JD Sports is a leading retailer of globally minded sportswear and sneakers, combining globally recognized brands such as Nike, adidas, Jordan, Champion, Vans, and The North Face with strong own brand labels such as Pink Soda Sport and Supply & Demand. As the brand's largest location, Rosa Mexicano Las Vegas brings a "bold fiesta" atmosphere to the Strip while serving up signature menu items, such as the iconic tableside guacamole, as well as notable menu additions, like a brand-new Mexican steakhouse menu and tableside nitro margaritas.

**Sandbox VR** was also recently introduced to Miracle Mile Shops' array of experiences. Sandbox VR uses a unique combination of full-body motion capture and VR technologies to deliver unprecedented realism and complete immersion that's not possible with home VR systems or other location-based VR venues.

For more information about Miracle Mile Shops, please visit [miraclemileshops.com](https://www.miraclemileshops.com).

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### **About Miracle Mile Shops™**

Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project has recently undergone extensive transformations, complete with elevated finishes, upgraded technology and digital design elements. The center is home to lululemon athletica; Sephora; Quay Australia; H&M; the West Coast's first Rosa Mexicano restaurant featuring authentic Mexican cuisine in an bold atmosphere; Tippy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations featuring 1,290 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit [www.miraclemileshops.com](https://www.miraclemileshops.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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