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**FOR IMMEDIATE RELEASE**

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## **Miracle Mile Shops Announces Three More Retailers to Open in 2025**

*Miss A, Rocket Fizz Soda Pop & Candy Shop, and Puffy Cotton Candy will open this year alongside previously announced retailers Pop Mart, Briggs & Riley, Oculus Sunglass Boutique, Lovisa and Calzedonia | Intimissimi*

**LAS VEGAS – Miracle Mile Shops**, located on the Las Vegas Strip, adjacent to **Planet Hollywood Resort & Casino**, has announced three more retail tenants will open inside the iconic shopping destination. **Miss A, Rocket Fizz Soda Pop & Candy Shop**, and **Puffy Cotton Candy** join the previously announced retailers Pop Mart, Briggs & Riley, Oculus Sunglass Boutique, Lovisa, and Calzedonia | Intimissimi, opening this year.

**Miss A (JUST ANNOUNCED)**—MISS A is a beauty and lifestyle store offering affordable, trend-forward makeup, skincare, accessories, and more—all curated to deliver high-quality, cruelty-free products at unbeatable prices. It's a fun, vibrant shopping destination for beauty lovers of all ages.

**Rocket Fizz Soda Pop & Candy Shop (JUST ANNOUNCED)**—Rocket Fizz is the largest and fastest-growing candy and soda pop franchise in North America, with over 100 locations across United States and Canada. Rocket Fizz features an impressive selection of over 3,000 unique candies, sodas and gifts, including exclusive private-label products.

**Puffy Cotton Candy (JUST ANNOUNCED)** – Puffy Cotton Candy takes cotton candy-making to thrilling new heights. Cotton candy artists spin custom creations by hand in eye-popping flavors, sizes, shapes, and colors. In addition to spinning delicious cotton candy clouds, cakes, and crystals, Puffy Cotton Candy is famous for crafting mesmerizing cotton candy characters.

**Pop Mart** – A global collectible toy sensation, Pop Mart will bring its creative products to Las Vegas. Known for its collaborations with top artists, the store will offer limited-edition items and fun souvenirs for collectors and pop culture fans alike.

**Briggs & Riley** – Renowned for premium luggage, Briggs & Riley offers durable, stylish, and functional travel gear with a lifetime warranty. The new Miracle Mile Shops location will feature a range of luggage, backpacks, and accessories for the modern traveler.

**Oculus Sunglass Boutique** – Oculus Sunglass Boutique's mission is to be the premier shopping and inspiration destination for the top brands, latest trends, and exclusive styles of high-quality fashion and

performance sunglasses. The store carries Cartier, Gucci, Celine, Dita Eyewear, Dior, and Versace brands. Drop by to experience the incomparable effect of designer frames.

**Lovisa** – A go-to destination for fashion jewelry, Lovisa offers a stunning selection of trendy and timeless accessories. With styles inspired by runway fashion and street trends, Lovisa provides shoppers with high-quality, affordable jewelry pieces for every occasion.

**Calzedonia | Intimissimi** – Known for its stylish and comfortable legwear, swimwear, fashion-forward clothing, and intimates, Calzedonia | Intimissimi will bring European charm to Miracle Mile Shops. Shoppers can explore a curated selection of shapewear, intimate wear, hosiery, leggings, and beachwear for a chic and effortless look.

The shopping destination has also welcomed some of the nation's most sought-after eateries in the Miracle Eats Food Court: Tacotarian, Fat Tuesday, Carnegie Pizza, Lobster ME, Dave's Hot Chicken, and Chipotle Mexican Grill. These new tenants joined a mix of unique brands and retailers already offered at Miracle Mile Shops, creating a dynamic environment for shopping and leisure. Miracle Mile Shops is open Sunday – Thursday from 10 AM to 9 PM and Friday – Saturday from 10 AM to 10 PM, though some store and restaurant hours may vary.

More information regarding Miracle Mile Shops can be found by visiting <https://www.miraclemileshopslv.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 Sephora; QUAY; 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; and Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. The exciting new food court, Miracle Eats, is home to a collection of restaurants including Chipotle Mexican Grill, Tacotarian, Fat Tuesday, Carnegie Pizza, Lobster ME and Dave's Hot Chicken. 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.miraclemileshopslv.com](http://www.miraclemileshopslv.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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