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Lovisa Now Open at Miracle Mile Shops in Las Vegas

LAS VEGAS (June 27, 2025) – **Miracle Mile Shops**, adjacent to **Planet Hollywood Resort & Casino**, has announced the opening of **Lovisa**, the global fashion jewelry brand known for delivering the latest trends at affordable prices.

Lovisa's opening comes as Miracle Mile Shops continues to expand its dynamic retail lineup, with lifestyle brand **Tillys** set to open this summer. Additional openings planned for 2025 include Irv's Burgers, Miss A, Puffy Cotton Candy, Intimissimi|Calzedonia, Rocket Fizz Soda & Candy Shop, Briggs & Riley and Oculus Sunglass Boutique.

With hundreds of new styles arriving in stores each week, Lovisa offers statement earrings, layered necklaces, chic rings and more inspired by runway looks and street style. Shoppers can also take advantage of Lovisa's professional piercing services, including free piercings with the purchase of selected earrings.

To celebrate their opening, the first 30 customers will receive a free spin on the prize wheel with no purchase needed. After that, guests can spin with any purchase.

Founded in Australia in 2010, Lovisa now has a presence in over 30 countries, including the United States, Canada, United Kingdom, France and Mexico. The new Miracle Mile Shops location brings its signature fashion-forward energy to the heart of the Las Vegas Strip.

Stay connected with Lovisa on [Instagram](#), [TikTok](#), [Facebook](#), [Pinterest](#), and online at lovisa.com.

More information regarding Miracle Mile Shops can be found by visiting <https://www.miraclemileshops.lv.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; Topsy 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. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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