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Drybar Now Open Inside Miracle Mile Shops

LAS VEGAS (Oct. 29, 2025) – **Miracle Mile Shops**, adjacent to Planet Hollywood Resort & Casino, announces **Drybar** is now open inside the famed shopping, dining and entertainment destination. The premier blowout salon known for its signature styling experience, has officially opened its newest and largest location on the Las Vegas Strip inside Miracle Mile Shops at Planet Hollywood. Guests can expect the brand's iconic feel-good atmosphere, expert stylists and flawless blowouts perfect for any Vegas occasion.

The reopening continues Miracle Mile Shops' momentum as a premier destination for beauty, fashion and lifestyle brands. Recent additions include Calzedonia | Intimissimi, Irv's Burgers, Tillys, Pop Mart and Lovisa, with more favorites coming soon such as Rocket Fizz Soda & Candy Shop, Briggs & Riley, Oculus Sunglass Boutique, SoulBelly BBQ, Te'Amo Boba Bar, Blue Martini, Puffy Cotton Candy and Ron Jon Surf Shop.

Founded on the philosophy of "no cuts, no color, just blowouts," Drybar has become a nationally loved brand celebrated for its expert techniques, signature product line and uplifting atmosphere. Guests can expect a refreshed experience from start to finish complete with shampoo, style and a dose of confidence to match, and can enjoy drinks and cocktails from Drybar's full bar during their service.

More information about Miracle Mile Shops can be found at 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, Irv's Burgers 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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