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## Miss A Now Open at Miracle Mile Shops in Las Vegas

**LAS VEGAS (November 4, 2025)** – Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, is excited to announce the opening of Miss A, marking the brand's first Las Vegas location. Known for its affordable beauty, accessories and lifestyle products, Miss A brings its popular "beauty and fun for all" concept to the Las Vegas Strip.

The opening of Miss A marks another exciting addition to Miracle Mile Shops' growing lineup of retail and lifestyle destinations. Recent openings include Drybar, Calzedonia | Intimissimi, Irv's Burgers, Tillys, Pop Mart and Lovisa, with more anticipated arrivals 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 in Dallas, Texas, Miss A has gained national popularity for its extensive selection of makeup, skincare, hair accessories and jewelry, all priced starting at \$1. The brand's inclusive approach and commitment to cruelty-free, affordable beauty have made it a favorite among shoppers seeking trend-forward finds without breaking the bank.

More information about Miracle Mile Shops can be found at [www.miraclemileshops.lv.com](http://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; 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, 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](http://www.miraclemileshopslv.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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