

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

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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 and Blue Martini.

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.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

