

Lovisa Now Open at Miracle Mile Shops in Las Vegas

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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.