

FOR IMMEDIATE RELEASE

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Miracle Mile Shops Expands with Exciting New Retailers and Dining Destinations on the Las Vegas Strip

Te'Amo Boba & Dessert, Perfumania, GiroGrano Pizza Rodizio and Sourdough & Co will open this year



High resolution images can be found [HERE](#) (credit: Miracle Mile Shops)

LAS VEGAS – Miracle Mile Shops, a mile-long playground of shopping, dining, and entertainment next to **Planet Hollywood Resort & Casino**, is turning up the volume on the Las Vegas Strip. Already buzzing with newly opened brands, the center is keeping the momentum rolling with an exciting pipeline of new retailers and restaurants set to open throughout 2026.

From refreshing boba teas and handcrafted sandwiches to designer fragrances and all-you-can-eat pizza, the newest additions showcase the center’s evolution into a one-stop destination where guests can shop, dine, socialize and discover new experiences all in one place on the Las Vegas Strip. Over the past year, the property has expanded both its retail offerings and its popular Miracle Eats Food Court, introducing new stores alongside a variety of crave-worthy dining concepts.

“We love giving guests something new to experience every time they visit Miracle Mile Shops,” said Robert Buchanan, Vice President and General Manager of Miracle Mile Shops. “With our mix of retail and dining – either at Miracle Eats Food Court or one of our sit-down restaurants - every visit offers something different, whether you’re shopping, grabbing a bite, discovering a new favorite store or just enjoying the Las Vegas Strip.”

Coming Soon

Guests can look forward to several new additions opening throughout 2026, further diversifying the center's retail and dining offerings:

- **Te'Amo Boba & Dessert** (Summer 2026) will serve up refreshing boba teas and indulgent sweet treats.
- **Perfumania** (Summer 2026) will bring a wide selection of designer and specialty fragrances from top global brands.
- **GiroGrano Pizza Rodizio** (Fall 2026) will introduce a lively and unique all-you-can-eat pizza experience.
- **Sourdough & Co** (Fall 2026) will offer fresh, handcrafted sandwiches, soups and salads with a focus on artisan bread.

Recently Opened at Miracle Mile Shops

Over the past year, Miracle Mile Shops has welcomed a strong mix of fashion, specialty retail and dining concepts, including:

- **POP MART** – A global collectible toy sensation known for its collaborations with top artists and surprise blind-box experiences.
- **Drybar** – A beauty destination offering professional blowouts and hair styling services for a Vegas-ready look.
- **Calzedonia | Intimissimi** – Known for European-inspired fashion and intimates including shapewear, intimate wear, hosiery, leggings, and beachwear for a chic and effortless look.
- **Tillys** – A go-to destination for casual apparel, footwear and accessories.
- **Lovisa** – Trend-forward fashion jewelry and accessories inspired by runway and street-style looks.
- **Ron Jon Surf Shop** – Surf-inspired apparel and laid-back beach lifestyle vibes.
- **Miss A** – A popular beauty retailer featuring cosmetics, skincare and accessories.
- **Oculus Sunglass Boutique** – Luxury and performance eyewear from brands including Cartier, Gucci, Celine, Dita Eyewear, Dior and Versace.
- **Briggs & Riley** – Premium luggage and travel gear with a lifetime warranty.
- **Puffy Cotton Candy** – Playful, Instagram-worthy sweet creations.
- **Rocket Fizz Soda Pop & Candy Shop** - A nostalgic candy store featuring unique sodas, retro sweets and novelty treats.

Recently Opened at Miracle Eats Food Court

As part of the center's growing food and beverage offerings, the Miracle Eats Food Court continued to expand with standout concepts, including:

- **SoulBelly BBQ** – Serving bold, Southern-inspired barbecue with slow-smoked meats and classic sides.
- **Irv's Burgers** – A beloved burger concept offering classic American favorites with a nostalgic, California-inspired twist.

Miracle Mile Shops is open Sunday – Thursday from 10 AM to 9 PM and Friday – Saturday from 10 AM to 10 PM, though some store and restaurant hours may vary.

More information regarding Miracle Mile Shops can be found by visiting <https://www.miraclemileshopslv.com/>.

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About Miracle Mile Shops™

Located in the heart of the Las Vegas Strip adjacent to Planet Hollywood Resort & Casino, Miracle Mile Shops offers an unparalleled blend of retail, dining, and entertainment experiences. The newly transformed mile-long indoor center features a dynamic mix of popular brands and specialty retailers, including Sephora; QUAY; H&M; Steve Madden; GUESS; POP MART; and Club Tattoo, home to some of the best tattoo artists and body piercers in the nation. Unique culinary experiences include the West Coast's first Rosa Mexicano; 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; the 15,000-square-foot bar and restaurant Cabo Wabo Cantina; and Blondies Sports Bar and Grill, offering an energetic atmosphere for sports fans. 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, SoulBelly BBQ and Dave's Hot Chicken. Guests can also experience Miracle Mile Shops' signature entertainment attractions, including the free, immersive Rain Show—a spectacular indoor thunderstorm featuring state-of-the-art sound, lighting, and special effects—and the Lost City Show, a captivating 3D projection that transforms the V Theater into a canvas of vivid imagery and imagination. The center offers 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 702-866-0703 or visit www.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#), [TikTok](#) and [YouTube](#).

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