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Ron Jon Surf Shop and Puffy Cotton Candy Now Open at Miracle Mile Shops

LAS VEGAS (May 13, 2026) – [Miracle Mile Shops](#), located adjacent to Planet Hollywood Resort & Casino, announces the openings of Ron Jon Surf Shop and Puffy Cotton Candy, adding even more variety to its offerings on the Las Vegas Strip.

Ron Jon Surf Shop and Puffy Cotton Candy’s openings continue Miracle Mile Shops’ momentum as a premier destination for beauty, fashion and lifestyle brands. Recent additions include Briggs & Riley, Oculus Sunglass Boutique, Rocket Fizz Soda & Candy Shop, Drybar, Calzedonia | Intimissimi, Miss A, Irv’s Burgers, Tillys, Pop Mart, Lovisa and Soulbelly BBQ with more favorites coming soon, including TE’AMO Boba & Dessert and Blue Martini.

Founded in 1959, Ron Jon Surf Shop is one of the most recognized names in surf and beach culture. The new Miracle Mile Shops location brings the brand’s signature coastal lifestyle to Las Vegas with a wide selection of surf-inspired apparel, swimwear, footwear, accessories and souvenirs for men, women and children. Known for its iconic wave logo and laid-back vibe, Ron Jon Surf Shop offers guests a taste of the beach in the heart of the desert.

Also joining the lineup is Puffy Cotton Candy, a vibrant specialty shop dedicated to handcrafted cotton candy creations. Featuring colorful, oversized cones and a variety of unique flavors, Puffy Cotton Candy delivers a whimsical, photo-ready treat perfect for guests of all ages. The playful concept adds a sweet stop to Miracle Mile Shops’ expanding mix of experiential retail offerings.

More information regarding Miracle Mile Shops can be found by visiting <https://www.miraclemileshops.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; 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; 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 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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