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Perfumania Now Open at Miracle Mile Shops in Las Vegas

LAS VEGAS (July 31, 2026) – The scent of something new has arrived on the Las Vegas Strip. Miracle Mile Shops, located adjacent to Planet Hollywood Resort & Casino, welcomes **Perfumania**, one of the nation's largest specialty fragrance retailers.

Whether shoppers are searching for a new signature scent, a thoughtful gift or a souvenir from their Las Vegas getaway, Perfumania offers an extensive selection of authentic designer and niche fragrances for men and women, along with skincare and gift sets from many of the world's best-known fragrance brands. With hundreds of locations nationwide, Perfumania has been helping customers find their perfect fragrance for decades while offering exceptional selection and value.

With new places to shop, dine and explore around every corner, Miracle Mile Shops continues to bring fresh experiences to the heart of the Las Vegas Strip. Following the arrival of Perfumania, visitors can also look forward to upcoming openings including GiroGrano Pizza Rodizio and Sourdough & Co. The new additions continue the destination's recent growth, joining Briggs & Riley, Oculus Sunglass Boutique, Rocket Fizz Soda & Candy Shop, Drybar, Calzedonia | Intimissimi, Miss A, Irv's Burgers, Tillys, Pop Mart, Lovisa, Puffy Cotton Candy, Ron Jon Surf Shop, Soulbelly BBQ and TE'AMO Boba & Dessert.

More information regarding Miracle Mile Shops can be found by visiting miraclemileshops.lv.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.miraclemileshopsnv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#), [TikTok](#) and [YouTube](#).

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