

FOR IMMEDIATE RELEASE



## QUAY AUSTRALIA DEBUTS FIRST-TO-MARKET LOCATION AT MIRACLE MILE SHOPS™ FRIDAY, APRIL 27

*The Trendsetting, Celebrity-Driven Sunglasses Brand Offers Edgy, Yet  
Economical Eyewear*

LAS VEGAS – April 25, 2018 – [Miracle Mile Shops at Planet Hollywood Resort & Casino](#) announced today the debut of trendsetting sunglasses brand Quay Australia’s premier Las Vegas location. The Melbourne-born eyewear company, known for its limited-edition influencer collaborations with first-rate tastemakers such as Kylie Jenner, and its bold and fearless styles spotted on countless high-profile celebrities, will celebrate its official grand opening on Friday, April 27.

“As the go-to accessible brand for trendy men and women with fearless style, Quay Australia will undoubtedly fit right in at Miracle Mile Shops and Las Vegas as a whole,” said Wendy Albert, senior director of marketing of Miracle Mile Shops. “We are excited to open an edgy eyewear company that aligns with our brand, customer demographic and city.”

On average, the approachable brand offers unique styles for \$50 - \$65.

Quay Australia at Miracle Mile Shops will be open Sunday through Thursday from 10 a.m. – 11 p.m. and Friday through Saturday from 10 a.m. – midnight.

Recent contemporary additions to the center include NYX Professional Makeup’s premier Las Vegas location and the world’s first land-based robotic bar, Tippy Robot. Additionally, Morphe will open its first-to-market location later this quarter. The implementation of a leading-edge sunglasses boutique is Miracle Mile Shops’ latest milestone in revolutionizing Las Vegas retail.

For more information about Miracle Mile Shops, please visit its [website](#).

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### **About Miracle Mile Shops™**

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The center is home to M·A·C Cosmetics, a leading brand of professional cosmetics; Sephora; the only Las Vegas location of NYX Professional Makeup; premier blow out salon, Drybar; H&M; GUESS; Flight 23 at Footaction, one of only three in the country; Tippy Robot, the first land-based cocktail bar operated by robots; PBR Rock Bar

& Grill, boasting a Strip-side location with excellent food, drinks and bull riding; Buffalo Wild Wings; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Las Vegas' very own Sin City Brewing Co.; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; as well as a multi-million dollar fountain show. Miracle Mile Shops is an affiliate of Institutional Mall Investors LLC, a co-investment venture owned by Miller Capital Advisory, Inc. and CalPERS.

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, call (888) 800-8284 or visit [www.miraclemileshops.lv.com](http://www.miraclemileshops.lv.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

**For More Information**

Miracle Mile Shops

Kirvin Doak Communications

(702) 737-3100

[MiracleMile@kirvindoak.com](mailto:MiracleMile@kirvindoak.com)