



**For Immediate Release**

April 26, 2016

**MIRACLE MILE SHOPS WELCOMES HOT N JUICY CRAWFISH,  
NACHO DADDY AND SEVERAL RETAILERS TO THE CENTER**

*Additional merchants invest in expansions and renovations*

**Tweet It:** This is “nacho” average expansion! @MiracleMileLV welcomes @NachoDaddyLV, @HotNJuicy\_LV & more to #Vegas Strip.

**LAS VEGAS** – [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) brings **Hot N Juicy Crawfish** and **Nacho Daddy** to the Las Vegas Strip as part of the center’s Harmon Avenue redevelopment. Elsewhere in the 1.2 mile retail and entertainment center, several other retailers are opening or expanding. These include:

**New stores / restaurants**

- **Hot N Juicy Crawfish** (Opening fall 2016)  
Off-Strip hot spot Hot N Juicy Crawfish brings its first location to the Las Vegas Strip, featuring authentic Cajun-style seafood with a variety of seasonings and entrée options. The new restaurant will be over 3,000 square feet.
- **Nacho Daddy** (Opening late summer 2016)  
Long loved by locals, Nacho Daddy will soon be enjoyed by millions on the famed Las Vegas Strip. From its signature nachos and combination plates to mouthwatering margaritas and the famous Scorpion Shot, Nacho Daddy offers the best in creative Mexican cuisine across the Las Vegas valley.
- **Drybar** (Opening summer 2016)  
One of America’s most innovative beauty businesses will open its first Las Vegas location at Miracle Mile Shops. The salon will have a built-in disc jockey booth, bar, photo booth and an event manager to host and plan in-store parties. Drybar will cover 3,000 square feet and have 20 chairs.
- **Welcome to Las Vegas** (Now open)  
This one-stop souvenir shop features more than 3,500 square feet of merchandise.

**Renovations and expansions**

- **H&M** (Opening fall 2016)

In 2007, Miracle Mile Shops celebrated the opening of the first H&M in the city. After much success, H&M is doubling in size, carrying the brand's full men's and women's lines inside 15,000 square feet.

- **Victoria's Secret** (Now open)

Earlier this year, Miracle Mile Shops opened the largest Victoria's Secret retail space in Las Vegas. With over 20,000 square feet, the remodeled store is nearly triple its original size. It offers a greater variety of intimates, sleepwear, loungewear, swimwear and beauty products as well as a dedicated section for PINK products.

**About Miracle Mile Shops:**

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of 200 shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and bull riding; Buffalo Wild Wings; M·A·C Cosmetics, a leading brand of professional cosmetics; H&M; UK-based global retailer French Connection; Sephora; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; GUESS; Nacho Daddy, home of the world-famous Scorpion Shot; BCBGMAXAZRIA; 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; Flight 23 at Footaction, one of only three in the country; 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.miraclemileshopslv.com](http://www.miraclemileshopslv.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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