

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS™
AT PLANET HOLLYWOOD RESORT & CASINO LAS VEGAS

MIRACLE MILE SHOPS REFLECTS ON A YEAR OF RENOVATION AND REVITALIZATION

Miracle Mile Shops' extensive interior and exterior renovation plans to be completed by spring 2023



Renderings are available for download [here](#).

LAS VEGAS – Over a year ago, **Miracle Mile Shops** at **Planet Hollywood Resort & Casino** announced plans for a complete interior and exterior transformation. These ongoing renovations will be Miracle Mile Shops' first full upgrade since 2007. While there is still more work to be done, with final renovations set to be completed by spring of 2023, Miracle Mile Shops has made impressive progress within this year alongside world-class design and construction partners **Cooper Carry**, **Digital Kitchen**, **Sensory Interactive** and **VCC**.

Since beginning construction in the winter of 2021, the shopping center's interior has become brighter and more stylish with new flooring, lighting, doors, decor and more. Intricate hanging art pieces have been incorporated to the lighting around the mall, adding a dynamic element to the energy and flow of the space. The construction team has also begun installation of new LED screens around the shopping

center's interior. Scaffoldings have come up and down around the exterior of Miracle Mile Shops as the existing digital screens and signage were taken down to make way for upgraded technology.

Even through the current remodel, Miracle Mile Shops continues to pay homage to its Desert Passage roots, as the mall was originally connected to the Aladdin Hotel & Casino and modeled after an Arabian bazaar. The renovated Miracle Mile Shops will still feature a piece of the original ornate flooring, as well as a hanging art piece Miracle Mile Shops had commissioned to match the flooring's design. Sections of the original cityscape, now with improved lighting, will remain as part of the atmosphere. The iconic indoor rain show, also originating from the mall's Desert Passage days, is currently undergoing extensive modern upgrades, including technology for an immersive light and water show. The rain show's famous sky-painted ceiling will also remain at Miracle Mile Shops.

"We are pleased with the progress we have been able to make this year, and it has all been thanks to our amazing design partners and construction team who have helped us realize our vision," said Robert Buchanan, vice president and general manager of Miracle Mile Shops, "As we move into 2023, we look forward to seeing the continued progress around our property and are very excited to re-introduce the new and improved Miracle Mile Shops to our guests this spring."

Renovations still on the docket for Miracle Mile Shops include new state-of-the-art exterior LED screens and signage, projection mapping technology for an all-new immersive show above V Theater, modernized landscaping, upgrades to the indoor rain show, new interior seating, updated fixtures, touchless digital directories and more. Miracle Mile Shops will also welcome new tenants to the shopping center, including the recently announced Sandbox VR, and more to be revealed as renovations progress.

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About Miracle Mile Shops™

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project is currently undergoing an extensive interior and exterior transformation complete with elevated finishes, upgraded technology and digital design elements. It is open during construction, which is set to be completed in spring of 2023. The center is home to lululemon athletica; Sephora; Morphe; Quay Australia; H&M; 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; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations featuring 1,201 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 702.866.0710 or visit www.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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