

FOR IMMEDIATE RELEASE

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# MIRACLE MILE SHOPS

## JD SPORTS TO OPEN AT MIRACLE MILE SHOPS

*JD Sports joins recently announced Rosa Mexicano and Sandbox VR as part of Miracle Mile Shops' ongoing revitalization*



*(Renderings/Photos) are available for download [here](#)*

**LAS VEGAS – Miracle Mile Shops at Planet Hollywood Resort & Casino** is pleased to announce **JD Sports** is set to open at the famed shopping center, located in the heart of the Las Vegas Strip, as part of its extensive interior and exterior transformation. The internationally recognized sports-fashion retailer will open at Miracle Mile Shops in summer 2023.

Hailing from the UK, JD Sports is a leading retailer of globally minded sportswear and sneakers, combining culturally recognized brands such as Nike, adidas, Jordan, Champion, Vans, and The North Face with self-owned brand labels such as Pink Soda Sport and Supply & Demand. The Miracle Mile Shops location will be the brand's first in Las Vegas.

JD Sports is the latest in the roster of newly announced tenants opening at the property as part of the ongoing upgrades, joining **Sandbox VR** and **Rosa Mexicano**, which are both expected to open this year.

“We are excited to welcome JD Sports to Miracle Mile Shops this summer,” said Robert Buchanan, vice president and general manager of Miracle Mile Shops, “Miracle Mile Shops is known for bringing first-to-market concepts to Las Vegas, and a brand like JD Sports is a great addition to the roster of unique stores available to our guests.”

Miracle Mile Shops’ interior renovations have made the shopping center brighter and more stylish with new flooring, lighting, ceilings, and additional upgraded technology. A redesign of the mall’s exterior is also underway with the installation of state-of-the-art LED signage, modernized landscaping and more. Miracle Mile Shops will remain open throughout the rest of these renovations. Interior renovations are expected to be complete in early summer 2023.

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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 summer of 2023. The center is home to lululemon athletica; Sephora; 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 1,290 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 702.866.0710 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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