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MIRACLE MILE SHOPS

JD SPORTS HOSTS GRAND OPENING WEEKEND AT MIRACLE MILE SHOPS

JD Sports celebrates first Las Vegas location, now open at Miracle Mile Shops



Photos can be found [here](#).

On Saturday, August 5, internationally recognized sports-fashion retailer, **JD Sports**, officially opened its first Las Vegas location inside **Miracle Mile Shops** at **Planet Hollywood Resort & Casino**. The store's opening weekend was full of exciting activations for fans, including a special appearance by **Anthony "Ant-Man" Edwards** of the Minnesota Timberwolves.

On Saturday morning, the store officially opened with an excited crowd of the brand's fans lined up for the exclusive Air Jordan shoe release that dropped right as the doors unlocked. A local DJ brought an exciting energy to the opening as shoppers explored the new store. Shoppers also enjoyed delicious treats from Caked Up Las Vegas. "Ant-Man" Edwards was in attendance to surprise shoppers who attended the grand opening. All STATUS members received a tote bag and deck of cards when they shopped at the new location. The excitement continued for the store's second day of operation on Sunday, August 6, with many more fans enjoying the iconic brand's newest location with DJs, influencer appearances and more.

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 like Pink Soda Sport and Supply & Demand.

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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 has recently undergone extensive transformations, complete with elevated finishes, upgraded technology and digital design elements. The center is home to lululemon athletica; Sephora; Quay Australia; H&M; Tippy 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 and 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. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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