



MIRACLE MILE SHOPS WELCOMES NYX PROFESSIONAL MAKEUP AND TIPSY ROBOT BAR TO THE CENTER

LAS VEGAS – May 17, 2017 – [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#), home to more than a mile of 200 shops, tempting restaurants and live entertainment venues, at the heart of the famed Las Vegas Strip, today announced the additions of **NYX Professional Makeup** and **Tipsy Robot Bar**. This marks NYX's premier Las Vegas location and is slated to open on May 19; and Tipsy Robot Bar is the world's first land-based robotic bar and opens its doors in June.

Miller Capital Advisory Inc. is building on the shopping center's impressive success. Miracle Mile Shops continues to draw tenants at the forefront of the retail industry and has leased 50,115 square feet in the past year alone.

Andrew Miller, President and CEO of Miller Capital Advisory Inc., said the company is excited about Miracle Mile Shops' progress.

"We are thrilled to have Miracle Mile Shops as part of our portfolio and are consistently looking for ways to elevate each shopper's experience through the introduction of exciting new tenants and store renovations," said Miller. "The world-class mix of tenants appeals to a broad demographic and is reflected in the center's ongoing success. We intend to further enhance Miracle Mile Shops' retail and food and beverage offerings."

Introducing a revolutionary form of hospitality to Las Vegas, Tipsy Robot Bar will employ two cocktail shaking robots – serving up drinks and dance moves at the heart of The Strip. Offering signature robotic cocktails developed by master mixologist, Francesco Lafranconi as well as custom options, the space allows guests to interact with the robots through the platform and watch the twin robots shake, stir, strain, muddle and pour drinks in a highly social, digital environment.

The Los Angeles-based cult favorite beauty brand, NYX Professional Makeup, allows consumers to shop the store's digital innovations, including an interactive beauty bar featuring exclusive in-store makeup tutorials, while shopping the full line of NYX Professional Makeup products in every shade and color. Additionally, shoppers will have access to in-store features and services, including a Shadow Bar & Lip Bar.

Elsewhere in the retail and entertainment center, several other additions opened their doors, including **Drybar's** first and only Las Vegas location; **Pouke's** first ever location; **Nacho Daddy's** first Las Vegas Strip location; **Hot N Juicy Crawfish's** first Las Vegas Strip location; **TRISTAR Sports Memorabilia's** new location within the center; **Nestle Tollhouse's** second center location; **House of CB's** first Las Vegas

location; and **Subway**. Additionally, both **Victoria's Secret** and **H&M** underwent major expansions, making the center's Victoria's Secret the largest in Las Vegas, and allowing H&M to carry the brand's full men's and women's lines in its doubled store size.

For more information and complete details, please visit www.miraclemileshopslv.com.

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 M·A·C Cosmetics, a leading brand of professional cosmetics; Sephora; premier blow out salon, Drybar; the second U.S. location of House of CB, a London-based retailer with a large celebrity clientele; H&M; GUESS; Flight 23 at Footaction, one of only three in the country; 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.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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