

since
1967
SOUTH COAST PLAZA
CALIFORNIA

ABOUT

SOUTH COAST PLAZA

South Coast Plaza is a renowned international shopping center and home to an unparalleled collection of more than 250 boutiques and 30 restaurants. The center's shopping and dining collection includes coveted fashion and luxury boutiques, top jewelers, contemporary brands, and sought-after home furnishings retailers.

Developed by C. J. Segerstrom & Sons and designed by Los Angeles-based Gruen Associates, South Coast Plaza opened on March 15, 1967 in Costa Mesa, Calif.

South Coast Plaza has 2.8 million square feet of retail and dining space, including department stores: Bloomingdale's, Nordstrom, Saks Fifth Avenue, Macy's, Macy's Men Store, Macy's Home Store and Sears. The dining roster showcases diverse culinary influences, as exemplified by the paella at Vaca, the soup dumplings at Din Tai Fung, the fresh seafood platter at Water Grill, and the famous garlic noodles at AnQi by House of An.

The center attracts more than 22 million visitors ever year, most of whom come from within a 100-mile radius, including Santa Barbara, Palm Springs and San Diego. In the digital realm, South Coast Plaza reaches a global audience through its website, southcoastplaza.com, and Instagram, Facebook, Twitter, Snapchat, Weibo and WeChat.

South Coast Plaza leads the way in creating extraordinary shopping experiences for domestic and international customers. Numerous amenities for visitors include four concierge locations, three valet parking locations, and electric-vehicle car charging stations. The center was the first to accept the China UnionPay card, a payment method favored by visitors from the People's Republic of China and Taiwan.

SOUTH COAST PLAZA

CELEBRATES 50 YEARS OF QUALITY

COSTA MESA, Calif. (2017) — South Coast Plaza celebrates its 50th anniversary as the premier luxury shopping destination in the U.S. Throughout 2017, the center will mark this important milestone with exciting events, exhibits and special collaborations that reflect the Southern California icon's heritage.

South Coast Plaza is renowned for its unrivaled collection of luxury and fashion brands, arts patronage and philanthropic partnerships and is widely recognized as an international destination.

"For 50 years, South Coast Plaza has taken charge of its evolution, from the curation of luxury brands and unique mix of stores to the extraordinary services, experiences and special events that draw a global following," said Debra Gunn Downing, spokeswoman for South Coast Plaza. "As we set our sights on the future, we are delighted to celebrate this important anniversary with our retailers, restaurants, community, philanthropic and arts partners, employees and millions of visitors who have come through our doors. They have played a role in helping the center achieve international stature and success."

The center has partnered with luxury brands such as Gucci, Brunello Cucinelli, TOD'S and Marni, among others, for special 50th anniversary merchandise and limited edition products exclusive to the boutiques at South Coast Plaza.

Fall will be an especially significant season of celebration: South Coast Plaza will debut a collectible retrospective on the center published by Assouline. The elegant book will include never-before-seen photographs that illustrate the evolution of South Coast Plaza. True to tradition, South Coast Plaza will host several must-attend fashion events, including a number of major runway shows.

With annual sales approaching \$2 billion, South Coast Plaza is the most successful planned retail destination in North America. It is one of the largest shopping centers on the West Coast, with more than 250 stores and restaurants on 128 acres, and is privately owned.



South Coast Plaza's story is entwined with that of its founders, the Segerstrom family, who arrived in Orange County in 1898. The Segerstroms acquired and developed land and built an agricultural empire along the way. Lima beans once grew on the site where the center now stands. South Coast Plaza opened its doors to great fanfare in March 1967, with 70 shops and anchor stores May Company and Sears.

The family has spent 50 years curating a sought-after collection of stores and restaurants, accompanied by extraordinary events and experiences. South Coast Plaza began adding luxury brands in the '70s, beginning with Courrèges in 1975, Mark Cross and Halston the year after. Yves Saint Laurent Rive Gauche debuted in 1982, while Tiffany & Co. arrived in 1988.

The list of retailers vying for a coveted spot at South Coast Plaza has grown over the decades and the center maintains a unique, edited blend of brands like no other, including one of the most extensive selections of fine jewelry and timepiece stores nationwide; high-end shoe boutiques such as Roger Vivier and Berluti; contemporary retailers such as Maje, COS and Massimo Dutti; and designer ready-to-wear boutiques for men and women. South Coast Plaza continues to add more brands to its luxury collection, including Céline, Moncler, Charlotte Olympia, Dolce&Gabbana, Brioni and A. Lange & Söhne.

South Coast Plaza has a history of securing regional exclusives as well as first U.S. locations and flagships, such as the first Nordstrom outside the Pacific Northwest in 1978. More recently, the only North American outpost for Weekend Max Mara, the exclusive U.S. location for Les Parfums Louis Vuitton and the first West Coast boutique for The Webster opened at the center.

In 2017, South Coast Plaza will welcome a number of Orange County exclusives such as Dior Homme and Stella McCartney and the only West Coast location for Gianvito Rossi and Aquazurra.

South Coast Plaza attracts a discerning clientele from across the U.S. and all over the world who are drawn to the boutiques, award-winning restaurants, exclusive events, concierge services and the center's proximity to the magnificent coastline, world-class beaches, top golf courses, an international airport and the adjacent Segerstrom Center for the Arts.

The COLLECTION

SOUTH COAST PLAZA

FASHION APPAREL, SHOES, HANDBAGS & LUGGAGE

Adidas Originals

& Other Stories

Anne Fontaine

Anthropologie

Aquazzura

BALENCIAGA

Bally

Berluti

BOSS

Bottega Veneta

Brioni

Brunello Cucinelli

Burberry

Canali

Céline

CH Carolina Herrera

CHANEL Boutique

Charlotte Olympia

Chloé

Christian Louboutin

Coach

Cole Haan

COS

Diane von Furstenberg

Diesel

Dior

Dior Homme

DKNY

Dolce&Gabbana

Ermenegildo Zegna

Escada

Fendi

Free People

Gianvito Rossi

Giorgio Armani

Gucci

Henri Bendel

Hermès

Intermix

J.Crew

J.Crew Men's Shop

Jimmy Choo

Joe's Jeans

John Lobb

John Varvatos

kate spade new york

La Perla

Lanvin

Longchamp

Loro Piana

Louis Vuitton

Lululemon athletica

M Missoni

Madewell

Maje

Marni

Massimo Dutti

Max Mara

Michael Kors

MIU MIU

Moncler

Oscar de la Renta

Porsche Design

PRADA

Ralph Lauren

REDValentino

Rimowa

Roberto Cavalli

Roger Vivier

Saint Laurent

Salvatore Ferragamo

Sam Edelman

Sandro

St. John

Stella McCartney

Stuart Weitzman

Tadashi Shoji

Ted Baker London

The Webster

TOD'S

Tory Burch

Tumi Boutique

UGG

Valentino

Versace

The Webster

WEEKEND Max Mara

Wolford

ZARA



JEWELRY & TIMEPIECES

A. Lange & Söhne
Baccarat
BVLGARI
Cartier
CHANEL Fine Jewelry
Chopard
David Yurman
Harry Winston
Hermès
IWC
Jaeger-LeCoultre
Louis Vuitton
Mikimoto
Montblanc
Omega
Piaget
Rolex
Tiffany & Co.
Tourbillon
Tourneau
Vacheron Constantin
Van Cleef & Arpels

COSMETICS, HAIR & SKIN CARE

Bare Minerals
Diptyque
Fresh
Jo Malone London
Kiehl's Since 1851
L'Occitane en Provence
M•A•C
Sephora

EYEWEAR

ILORI Optical
Morgenthal Frederics
Oliver Peoples
Vitra Eyewear

COMPUTERS & ELECTRONICS

Apple Store
Microsoft

HOME FURNISHINGS & ACCESSORIES

ASSOULINE
Baccarat
Crate and Barrel Home Store
Frette
The Land of Nod
LIULI Crystal Art
Mitchell Gold + Bob Williams
Pottery Barn
RH
Sur La Table
West Elm
Williams-Sonoma
Z Gallerie

DEPARTMENT STORES

Bloomingdale's
Macy's
Nordstrom
Saks Fifth Avenue

RESTAURANTS & SPECIALTY FOODS

AnQi by House of An
The Capital Grille
Din Tai Fung
Hamamori Restaurant-Sushi Bar
Morton's The Steakhouse
Quattro Caffé
Seasons 52
Vaca
Water Grill

* Partial Listing

SOUTH COAST PLAZA

- 1967
 - On March 15, South Coast Plaza opens with 70 stores anchored by May Company and Sears
- 1973
 - The center expands with a new wing featuring Bullock's and 60 more stores
- 1975
 - South Coast Plaza introduces freestanding luxury boutiques such as Paris-based Courrèges
- 1976
 - Halston, the New York-based designer, opens a freestanding boutique
 - Mark Cross, the New York-based luxury leather goods company, opens a freestanding boutique
- 1977
 - I. Magnin opens
- 1978
 - Nordstrom opens its first store outside the Pacific Northwest
 - South Coast Repertory opens across from South Coast Plaza on land donated by the Segerstrom family
- 1979
 - Saks Fifth Avenue opens
- 1982
 - Yves Saint Laurent Rive Gauche opens a freestanding boutique
- 1986
 - South Coast Plaza expands with a freestanding building with 60 stores, J.W. Robinson's and The Broadway
 - Nordstrom expands to 235,000-square-feet, the company's largest store
 - Orange County Performing Arts Center opens across from South Coast Plaza on land donated by the Segerstrom family, and the main theater is named Segerstrom Hall
- 1988
 - Tiffany & Co. opens its only Orange County location
- 1997
 - Hermès opens its only Orange County location
- 2000
 - Crate and Barrel Home store opens
 - First Macy's Home Furniture Store in the nation opens
 - The Bridge of Gardens and Garden Terrace, designed by renowned landscape architect Kathryn Gustafson, opens, connecting the two wings of South Coast Plaza
- 2002
 - South Coast Plaza celebrates its 35th anniversary and surpasses \$1 billion in annual sales revenue
- 2006
 - Renée and Henry Segerstrom Concert Hall debuts at the Orange County Performing Arts Center, where Richard Wagner's acclaimed "The Ring Cycle" performed by the Kirov Opera, has its North American premiere
 - South Coast Plaza completes a \$35 million interior renovation project featuring new travertine flooring, teak seating and two new glass observation elevators
- 2007
 - Bloomingdale's opens its 300,000-square-foot Southern California flagship

HIGHLIGHTS FROM 50 YEARS

- 2008
 - The Penthouse, South Coast Plaza's new luxury level, debuts adjacent to Nordstrom on Level 3 with Christian Louboutin, Oscar de la Renta, Marché Moderne and CANALI as the first tenants
 - Balenciaga, Rolex, Harry Winston and Piaget open freestanding boutiques
- 2010
 - Louis Vuitton opens a private VIP atelier
- 2011
 - Cartier expands to nearly 6,000-square-feet, becoming the second largest Cartier boutique in the U.S.
 - Orange County Performing Arts Center is renamed Segerstrom Center for the Arts
- 2012
 - South Coast Plaza celebrates its 45th anniversary
 - Parisian luxury shoe designer Roger Vivier opens its first West Coast flagship boutique
 - Luxury watchmakers Vacheron Constantin, IWC Schaffhausen and Jaeger-LeCoultre open
 - Diane von Furstenberg opens a freestanding boutique
- 2013
 - Italian menswear brand Brioni opens its only Orange County location
 - French perfumer Diptyque opens its Southern California boutique
 - Berluti, the French design house known for bespoke men's shoes, opens its first West Coast boutique
- 2014
 - Din Tai Fung, the Taiwanese restaurant group famous for its dumplings, opens
 - Uniqlo, the Japan-based retailer, opens its first Southern California location
 - French contemporary brands Sandro and Maje debut boutiques
 - Williams-Sonoma and Williams-Sonoma Home open a new Orange County flagship
- 2015
 - Chanel opens an expanded boutique designed by Peter Marino
 - Dolce&Gabbana, the Italian design house, debuts an exclusive Orange County location
 - Charlotte Olympia, the British shoe and accessories brand, opens its exclusive Orange County location
 - German luxury timepiece company A. Lange & Söhne debuts its first West Coast boutique
 - Céline, the French design house, debuts an exclusive Orange County boutique
 - Moncler, the luxury clothing brand, launches an exclusive Orange County location
 - Swedish-based COS – Collection of Style – opens its first Orange County location
 - Spanish-based Massimo Dutti opens its first West Coast boutique
 - Ralph Lauren opens its remodeled boutique
- 2016
 - & Other Stories opens its first West Coast location
 - The Webster, a Miami-based multi-brand boutique, opens its first location on the West Coast
 - Water Grill opens its Orange County restaurant
 - Italian designer brand WEEKEND Max Mara debuts its first freestanding store in North America
 - Les Parfums Louis Vuitton opens its exclusive U.S. location
 - Vaca, the Spanish-inspired restaurant by "Top Chef" finalist Amar Santana, opens
- 2017
 - Dior Homme and London-based Stella McCartney open in early 2017
 - Italian designer shoe companies Gianvito Rossi and Aquazurra debut in spring
 - Gucci and Louis Vuitton unveil boutiques