

SOUTH COAST PLAZA PR UPDATE

February 2026

SOUTH
COAST
PLAZA

®



Bil Donovan February Illustration

Forget everything you know about traditional Lunar New Year décor. South Coast Plaza's Year of the Horse installation in Jewel Court centers on a 24-foot mechanical stallion that rears dramatically and was crafted from floral materials by an award-winning Rose Parade float builder.

It is strength, vitality and spectacle in equal measure, anchoring this year's Lunar New Year Festivities, which take place through March 1. Adding to the celebration, luxury stores throughout South Coast Plaza offer coveted red envelopes and exclusive Lunar New Year product.

It's also an equally dynamic time for new store arrivals debuting at South Coast Plaza — from the openings of Pura Vida Miami and Café Collegium to the upcoming arrivals of Staud, Hästens, Fuegoia 1833 Patagonia and more.

For imagery, interviews or additional details, please contact me at tyreem@southcoastplaza.com or Ashley Martin at martina@southcoastplaza.com.

Happy Lunar New Year!

Michelle Dalton Tyree
Director of Public Relations and Social Media Strategy

Upcoming Events

SOUTH
COAST
PLAZA

Lunar New Year

February 12 – March 1, 2026

South Coast Plaza ushers in the Year of the Horse with a dazzling centerpiece exhibit in Jewel Court, a captivating photo exhibition presented by the Chinese Consulate and a host of exciting promotions and activities, including our exclusive LIULI gift with purchase. Select weekends will also feature children's craft workshops. Festivities continue through March 1. [Click here to learn more.](#)



PHOTO CREDIT: Ryan Miller/Capture Imaging

New Store Openings

Pura Vida Miami

Pura Vida Miami has arrived at South Coast Plaza. From colorful bowls to vibrant plates, Pura Vida Miami serves health-conscious meals with effortless style. The menu blends fresh fruits, vegetables and proteins, offering something for every lifestyle.

Located Level 1, Bloomingdale's Wing



Pura Vida, Level 1, Bloomingdale's Wing

New Store Openings (Cont.)

Café Collegium

Footwear darling Collegium steps off the street and into the café with Café Collegium, now at South Coast Plaza. The concept serves up specialty matcha and coffee within a design-forward setting.



Located Level 1, Macy's Home Store Wing



Café Collegium, Level 1, Macy's Home Store Wing

Coming Soon to SCP



Fueguia 1833 Patagonia

Opening February 2026

Fueguia 1833 Patagonia, the Argentinian fragrance house, introduces its first West Coast boutique at South Coast Plaza. Famed for its rare, handcrafted perfumes and sustainable ethos, the brand invites guests to indulge in an immersive sensory journey.

Located Level 1, Saks Fifth Avenue Wing

Diptyque

Opening Spring 2026

Parisian fragrance house Diptyque opens its doors to a newly reimagined boutique, offering a fresh expression of the brand's artful approach to scent and design.

Located Level 1, Bloomingdale's Wing

Sur La Table

Opening Spring 2026

A longtime destination for culinary essentials, Sur La Table returns in a thoughtfully refreshed location highlighting craftsmanship, function and the art of gathering.

Located Level 2, Crate & Barrel Wing

PBTeen/Kids/Baby

Opening Spring 2026

Pottery Barn Teen, Pottery Barn Kids and Pottery Barn Baby reopen together in one exclusive flagship. The trio offers a cohesive approach to design for every stage of childhood, blending timeless style with everyday practicality.

Located Level 3, Crate & Barrel Wing

Coming Soon to SCP



Pottery Barn Outdoor

Opening Spring 2026

Pottery Barn Outdoor comes to South Coast Plaza with a dedicated space to highlight the brand's approach to open-air living. The collection brings refined design and relaxed ease to outdoor spaces, extending the home beyond its walls.

Located Level 2, Crate & Barrel Wing

Staud

Opening Spring 2026

The beloved Los Angeles-based label arrives with its signature blend of modern minimalism and playful sophistication. Known for sculptural silhouettes and effortless appeal, Staud brings a distinctly contemporary point of view to everyday dressing.

Located Level 1, Bloomingdale's Wing

Jaeger-LeCoultre

Opening Spring 2026

Jaeger-LeCoultre unveils a newly reimagined boutique, presenting an updated setting for the Swiss maison's legacy of fine watchmaking. Renowned for technical mastery and understated elegance, the house defines precision through design.

Located Level 2, Carousel Court

Hästens

Opening Spring 2026

Hästens, the Swedish luxury bedmaker, brings its long-standing tradition of handcrafted mattresses to South Coast Plaza. Known for natural materials and meticulous craftsmanship, the brand has become synonymous with elevated comfort and quiet sophistication.

Located Level 2, Crate & Barrel Wing

Michelle Dalton Tyree

Director of Public Relations and Social Media Strategy

tyreem@southcoastplaza.com or **714.435.2012**.



For further assistance, you may also reach out to Ashley Martin, Public Relations Specialist, at **martina@southcoastplaza.com** or **714.435.2051**.