

The background of the entire page is a vibrant, multi-colored stained glass dome pattern. It features a central circular area with a white background, surrounded by concentric rings of geometric shapes like triangles, squares, and circles in shades of red, orange, yellow, blue, and purple, all separated by dark brown lead lines.

SOUTH COAST PLAZA'S 55TH ANNIVERSARY PRESS KIT

Contact

714.435.2051 | francisk@southcoastplaza.com

Debra Gunn Downing

Executive Director, Marketing

Kedric Francis

Director of Public Relations and Communications



YEARS OF QUALITY



Contact:

Debra Gunn Downing

Kedric Francis

714.435.2051 / francisk@southcoastplaza.com

SOUTH COAST PLAZA CELEBRATES 55 YEARS OF QUALITY

COSTA MESA, Calif. (March 2022) — South Coast Plaza celebrates its 55th anniversary as the premier luxury shopping destination in the U.S. Through March 2023, the center will mark this significant milestone with vibrant new additions to its retail and dining collection, exciting events and special collaborations.

Renowned for its unrivaled curation of luxury and fashion brands and restaurants, arts patronage and philanthropic partnerships, South Coast Plaza is widely recognized as an international destination. In 2021, record annual sales exceeded \$2 billion, reinforcing South Coast Plaza's position as the most successful planned retail destination in North America. With 275 boutiques and restaurants, the center remains privately owned by the Segerstrom family.

"South Coast Plaza marks its 55th year by building upon its storied heritage – from its unparalleled collection of luxury brands, unique mix of boutiques, extraordinary services, experiences and special events to its charitable and community relationships, and unwavering support for the arts," said Debra Gunn Downing, spokeswoman for South Coast Plaza. "We are delighted to celebrate with our retailers, restaurants, community, philanthropic and arts partners, employees and millions of visitors that have played a role in our continuing success."

Notable new developments at South Coast Plaza are taking place during the anniversary year:

NEW BOUTIQUES

This anniversary year saw the opening of the much-anticipated new and expanded **Hermès** boutique, a new West Coast flagship for the French luxury house. Other new arrivals include fine timepiece and jewelry boutiques **Tudor**, **Breitling**, **Hublot** and **Roger Dubuis**, and second boutiques for **Louis Vuitton** and **Chanel**.

An exceptional number of existing brands will unveil new store concepts during the anniversary year, including luxury retailers such as **Dior**, which will open a more expansive boutique in a new location, **Versace, Omega, Fendi, Christian Louboutin, Mikimoto, John Varvatos, Boss, IWC** and **Jimmy Choo**, and contemporary brands such as **Coach** and **Madewell**.

A FINE JEWELRY AND TIMEPIECE COLLECTION LIKE NO OTHER

With the recent arrival of **Buccellati, Audemars Piguet** and **Tag Heuer** and the upcoming **Tudor, Breitling, Hublot** and **Roger Dubuis** openings, South Coast Plaza is now home to the largest collection of luxury jewelry and timepiece boutiques – 35 stores under one roof – in North America.

FRESH FLAVORS

In late 2021, **Knife Pleat** by chef Tony Esnault earned a Michelin star, becoming the only French restaurant in Orange County to receive this accolade. The center continues to cultivate its dining collection with several new restaurants this year, especially chef-driven concepts. Recently opened restaurants include **Petrossian at Tiffany**, highlighting caviar specialties, **Tableau Kitchen and Bar** by chef John Park, **Moulin**, an outdoor Parisian-inspired café, and **Populaire**, showcasing French technique with international flavors by chefs Ross Pangilinan and Nicholas Weber. Soon to debut are upscale Italian restaurant **Teatro Angelina**; and **Miàn**, featuring Sichuan-style noodles by chef Tony Xu.

SUPPORT FOR THE ARTS

South Coast Plaza's loyal support for the arts continues through the anniversary year with patronage of the **Orange County Museum of Art (OCMA)**, which will open in October at the Segerstrom Center for the Arts campus. The museum, designed by Pritzker Prize-winning architect Thom Mayne, founder of Morphosis Architects, is the final element in the Segerstrom family's long-standing vision for the arts and cultural center. In addition, the retail center supports Segerstrom Center for the Arts, American Ballet Theatre, South Coast Repertory, Carnegie Hall, The Getty, Philharmonic Society of Orange County, Pacific Symphony, Bowers Museum, Laguna Art Museum, Laguna Playhouse, and the Museum of Contemporary Art San Diego.

ABOUT SOUTH COAST PLAZA

Renowned as a leading international shopping destination, South Coast Plaza is home to 275 prominent boutiques and critically acclaimed restaurants. It is the center of a vibrant business, arts and residential district that includes the adjacent Segerstrom Center for the Arts and the new Orange County Museum of Art. Celebrating 55 years of quality, South Coast Plaza is the West Coast's premier shopping experience, with its proximity to beaches and John Wayne Airport, customized concierge services, and unparalleled collection of top retailers — from **Louis Vuitton, Gucci, Hermès, Cartier** and **Harry Winston** to **Saint Laurent, The Webster, Dior, Balenciaga, Celine** and more. South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. Information: southcoastplaza.com or 800.782.8888



ABOUT SOUTH COAST PLAZA

South Coast Plaza is a renowned international shopping center with 275 boutiques and restaurants and is the center of a vibrant business, arts and residential district that includes the adjacent Segerstrom Center for the Arts and the new Orange County Museum of Art. It is home to an unparalleled collection that includes coveted fashion and luxury boutiques, top jewelers, contemporary brands, sought-after home furnishings retailers, chef-driven dining concepts and restaurants that reflect a diversity of global flavors.

Located in Costa Mesa, California, South Coast Plaza is the largest luxury shopping destination on the West Coast, with 2.8 million square feet of retail and dining space.

From Lima Beans to Luxury

The story of South Coast Plaza is interlaced with the history of the Segerstrom family, who arrived in Orange County in 1898. The Segerstroms acquired and developed land, building an agricultural empire along the way. Lima beans once grew on the site where the center now stands. Developed by C.J. Segerstrom & Sons and designed by Los Angeles-based Gruen Associates, South Coast Plaza opened its doors to great fanfare on March 15, 1967, with 70 shops and anchor stores May Company and Sears.

For 55 years, the family has been curating a sought-after collection of stores and restaurants. South Coast Plaza began adding luxury brands in the 1970s, many of them regional exclusives, beginning with Courrèges in 1975, and Mark Cross and Halston the following year. Yves Saint Laurent Rive Gauche arrived in 1982, Tiffany & Co. in 1988 and Hermès in 1997.

Today, the center's luxury collection is filled with the world's most desirable brands — in fashion: Celine, Balenciaga, Gucci, Louis Vuitton, Bottega Veneta, Chanel, Loewe, Alexander McQueen and Christian Louboutin; in fine jewelry: Cartier, Harry Winston, Tiffany & Co. and Van Cleef & Arpels; in timepieces: Vacheron Constantin, Audemars Piguet and A. Lange & Söhne; in décor: Baccarat, Hermès and Frette; and much more.

Unique and Exclusive

To complement its luxury offerings, the center maintains a blend of international contemporary retailers such as Maje, Sandro, Zimmermann, Tory Burch, Camilla, Furla, Golden Goose, Isabel Marant and ba&sh as well as six department stores: Bloomingdale's, Nordstrom, Saks Fifth Avenue, Macy's, Macy's Men's Store and Macy's Home Store.

South Coast Plaza has a history of securing exclusives and first U.S. locations and flagships, including the first Nordstrom outside the Pacific Northwest in 1978 and the first West Coast locations for The Webster

in 2016 and Canada Goose in 2021. The boutiques of A. Lange & Söhne, Moynat, Roger Vivier, Gianvito Rossi and Loewe at South Coast Plaza are among the West Coast exclusives.

A similar philosophy can be found in the center's curation of its dining collection, which has grown to include more chef-driven concepts and foodie destinations. South Coast Plaza showcases a rich array of culinary influences, from the refined and modern French cuisine by chef Tony Esnault at the Michelin-starred Knife Pleat and the vibrant Spanish flavors by "Top Chef" finalist Amar Santana at Vaca to the famous soup dumplings at Din Tai Fung and the inimitable fresh seafood selection at Water Grill.

Setting the Standard in Shopping Center Hospitality

A premier travel destination, South Coast Plaza attracts more than 20 million visitors every year from across the U.S. and around the world. The center's discerning clientele is drawn to the boutiques, award-winning restaurants, exclusive experiences and events, and concierge services, as well as proximity to the magnificent California coastline, world-class beaches, top golf courses, an international airport and the adjacent Segerstrom Center for the Arts. Most visitors come from within a 100-mile radius, including Santa Barbara, Palm Springs and San Diego.

Numerous amenities for visitors include four concierge locations, three valet parking locations, language assistance, electric-vehicle charging stations, special offers for travelers and exclusive shop-and-stay packages with major Orange County resorts and hotels. 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. A pioneer in elevated and bespoke guest services, South Coast Plaza continues to lead the way in creating extraordinary experiences for domestic and international customers.



THE SOUTH COAST PLAZA COLLECTION

(Partial listing)

FASHION: READY-TO-WEAR, SHOES AND ACCESSORIES

Alexander McQueen
Alexander Wang
AllSaints
Anine Bing
Anne Fontaine
Anthropologie
Aritzia
ba&sh
Balenciaga
Bally
Berluti
BOSS
Bottega Veneta
Brunello Cucinelli
Burberry
Camilla
Canada Goose
Canali
Celine
CHANEL Boutique
Chloé
Christian Louboutin
Coach
COS
Diesel
Dior
Dior Men
Dolce&Gabbana
Eileen Fisher
Emporio Armani
Fendi

Furla
Ganni
Gianvito Rossi
Giorgio Armani
Givenchy
Golden Goose Deluxe Brand
Gucci
Hermès
Intermix
Isabel Marant
J.Crew
Jacadi Paris
JD Sports
Jimmy Choo
Joe's Jeans
John Varvatos
kate spade new york
Kids Atelier
La Perla
Lacoste
Lafayette 148 New York
Loewe
Longchamp
Loro Piana
Louis Vuitton
Madewell
Maje
Marni
Max Mara
Michael Kors
Missoni
MIU MIU
Moncler

Monique Lhuillier
Moynat
Mulberry
New Balance
Nike
North Face, The
Oscar de la Renta
PRADA
Psycho Bunny
Ralph Lauren
Reformation
Reiss London
Roger Vivier
Saint Laurent
Salvatore Ferragamo
Sandro
Scotch & Soda
Stella McCartney
Stuart Weitzman
Ted Baker London
The Webster
Thom Browne
TOD'S
Tory Burch
UGG
Uniqlo
UNTUCKit
Valentino
Vans
Versace
Weekend Max Mara
Wolford
Zara
Zegna
Zimmermann

COSMETICS, HAIR & SKIN CARE

Aveda
Diptyque
Fresh
Givenchy
Jo Malone London
Kiehl's Since 1851
L'Occitane En Provence
MAC Cosmetics
Sephora

FINE JEWELRY & TIMEPIECES

A. Lange & Söhne
Audemars Piguet
Baccarat
Buccellati
Breitling
Bvlgari
Cartier
Chanel Fine Jewelry
Chopard
David Yurman
Dior
Gucci
Harry Winston
Hermès
Hublot
IWC
Jaeger-LeCoultre
Louis Vuitton
Mikimoto
Montblanc
Omega
Panerai
Piaget
Please Do Not Enter
Porsche Design
Ralph Lauren
Roger Dubuis
Rolex
TAG Heuer
Tiffany & Co.
Tourneau
Tudor
Vacheron Constantin
Van Cleef & Arpels
The Webster

EYEWEAR

House of Sun
Oliver Peoples
Optica
Vitra Eyewear

HOME FURNISHINGS, ACCESSORIES & TECHNOLOGY

Apple Store
Baccarat
Camilla
Casper
CB2
Crate and Barrel Home Store
Diptyque
Frette
Hermès
Jo Malone London
Louis Vuitton
Lovesac
Mitchell Gold + Bob Williams
PBteen
Please Do Not Enter
Pottery Barn
Pottery Barn Kids
Pottery Barn Outdoor
Ralph Lauren
RH
Sur La Table
Versace
West Elm
Williams Sonoma
YellowKorner
Z Gallerie

RESTAURANTS & SPECIALTY FOOD

AnQi Bistro
Antonello Espresso Café
Antonello Ristorante
Caló Kitchen + Tequila
The Capital Grille
Costa Contemporary Kitchen
Darya Fine Persian Cuisine
Din Tai Fung
Hamamori Restaurant & Sushi Bar
Knife Pleat
Läderach Chocolatier Suisse
Marugame Udon
Mezzet Mediterranean Cuisine
Miàn
Morton's The Steakhouse
MOULIN
Nékter Juice Bar
Outpost Kitchen
Philz Coffee
Pressed
Quattro Caffé
Royal Khyber Fine Indian Cuisine
Ruby's Diner
Seasons 52
Tableau Kitchen and Bar
TERRACE by Mix Mix
Vaca
Water Grill

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HIGHLIGHTS FROM 55 YEARS AT 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

1976 South Coast Plaza introduces luxury boutiques such as Courrèges, Halston and Mark Cross

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 its only Orange County boutique

1986 South Coast Plaza expands, adding a new 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 names the main theater Segerstrom Hall

1988 Tiffany & Co. opens its only Orange County location

1990 Chanel debuts its only Orange County location

1997 Hermès opens its only Orange County location

2000 Designed by renowned landscape architect Kathryn Gustafson, the Bridge of Gardens
and Garden Terrace open, connecting the two main wings of South Coast Plaza

2002 South Coast Plaza surpasses \$1 billion in annual sales

2006 The Renée and Henry Segerstrom Concert Hall debuts at Orange County Performing Arts Center

2007 Bloomingdale's opens its 300,000-square-foot Southern California flagship

2008 Balenciaga, Rolex, Harry Winston and Piaget open 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 in recognition of the Segerstrom family's leadership and support for the arts

2012 Roger Vivier opens its West Coast flagship

Vacheron Constantin, IWC Schaffhausen and Jaeger-LeCoultre open Orange County-exclusive boutiques

2014 Din Tai Fung, the Taiwanese restaurant group famous for its dumplings, opens its Orange County-exclusive location

2015 Chanel opens an expanded boutique, an Orange County exclusive, designed by architect Peter Marino

Dolce&Gabbana, Celine and Moncler debut exclusive Orange County locations

A. Lange & Söhne debuts on the West Coast

2016 The Webster opens its first West Coast location

Vaca, a Spanish-inspired restaurant by "Top Chef" finalist Amar Santana, opens

2017 Dior Men and Stella McCartney open exclusive Orange County boutiques

Gianvito Rossi opens its first and only West Coast boutique

2018 Givenchy debuts its only West Coast boutique

Alexander McQueen opens its only Orange County boutique

Louis Vuitton opens an expanded Peter Marino-designed boutique, which features the largest single-level retail floor in the Americas for the brand, the first permanent home for the Objets Nomades furniture collection, the first in-store workshop and resident artisan studio in the U.S.

TERRACE by Mix Mix, a restaurant by award-winning chef Ross Pangilinan, debuts

Orange County Museum of Art opens a temporary location at South Coast Plaza Village

2019 South Coast Plaza launches By Design, a comprehensive digital guide to personalization, customization, made-to-order, made-to-measure and bespoke services at its boutiques — the first of its kind in the U.S.

Moynat opens its exclusive West Coast boutique

Knife Pleat, a contemporary French restaurant by Michelin-starred chef Tony Esnault and restaurateur Yassmin Sarmadi, debuts in The Penthouse

Marugame Udon opens its exclusive Orange County restaurant

2020 Tiffany & Co., an Orange County exclusive, opens its expanded new boutique, doubling its previous footprint

Thom Browne opens its first West Coast boutique

Monique Lhuillier opens its exclusive Orange County boutique, the largest showroom for the fashion house

Celine debuts an expanded boutique

2021 Audemars Piguet, an Orange County exclusive, opens

Baccarat, an Orange County exclusive, debuts an expanded boutique at The Penthouse

Knife Pleat receives a Michelin star

South Coast Plaza achieves record annual sales of more than \$2 billion

2022 Hermès opens a more expansive and redesigned Orange County-exclusive boutique, which features the full breadth of the collections from the French luxury house

Buccellati debuts an exclusive Orange County boutique

Louis Vuitton opens a second boutique dedicated to men's fashion and accessories

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