



**Contact:**

Debra Gunn Downing

Lisa Liddane

714.435.2051 / [liddanel@southcoastplaza.com](mailto:liddanel@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 55<sup>th</sup> year by building upon its storied heritage: an unparalleled collection of luxury brands, a unique mix of boutiques, extraordinary services, experiences and special events, 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 who have played a role in our continuing success."

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

### **NEW BOUTIQUES**

Spring heralds 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**, **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 under one roof – 35 stores – 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 restaurant collection with several new restaurants this year, especially chef-driven concepts. **Petrossian at Tiffany**, highlighting caviar specialties, debuts this spring. On the heels of the recently opened **Tableau by chef John Park**, and **Moulin** – an outdoor Parisian-inspired café – are the following: **Populaire**, showcasing French technique with international flavors by chefs Ross Pangilinan and Nicholas Weber; upscale Italian restaurant **Teatro Angelina**; and **Mian**, featuring Sichuan-style noodles by chef Tony Xu.

### **SPECIAL AND EXCLUSIVE EVENTS**

South Coast Plaza celebrates spring with two exclusive events in April – the 32<sup>nd</sup> annual Southern California Spring Garden Show and Fleurs de Villes, an exhibit of one-of-a-kind beautiful floral art on mannequins. The Easter bunny, a family favorite, returns to the center's indoor spring gardens after a two-year hiatus.

In June, South Coast Plaza presents its signature culinary event, a fundraising dinner featuring an all-star lineup of its renowned chefs to benefit the students of Careers through Culinary Arts Program, Los Angeles (C-CAP).

The celebration continues in the fall with several luxury and contemporary runway shows benefiting longtime philanthropic partners such as Harvesters, The Country Friends and Shady Canyon Golf Club Charitable Foundation.

### **EXHIBITIONS**

Jewel Court, South Coast Plaza's main event and exhibition space, will be the venue for exclusive exhibits by major luxury fashion brands, including **Alexander McQueen**, **Valentino**, **Loewe**, **Gucci** and **Tag Heuer**. Some of these exhibits are U.S. or West Coast exclusives. Exhibits presented by institutions such as the City of Hope also will grace Jewel Court, as part of the center's community partnerships.

### **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 (SCFTA) campus. The museum 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](http://southcoastplaza.com) or 800.782.8888