



Viva Las Vegas!

While you're in Sin City, don't forget to pass by this collection of new retail shops sure to suit your fancy

By ZOË ZELLERS



Las Vegas continues to lure shoppers with impressive, luxury-market store openings by the likes of Rolex, Valentino and Nicholas Kirkwood. But, inside the heart of downtown Vegas, another strong retail movement is emerging—the city is starting to give a platform to smaller and local designers, in addition to creating green park space for visitors and locals and, of course, a happy onslaught of breweries and Shake Shacks. In Las Vegas, 2014 will be nothing short of a retail revolution. Take a look here at our take on some of the top new stores and centers opened and planned in the Vegas area, and you'll see why.

Already Open:

REDValentino, The Forum Shops at Caesars, 3500 S. Las Vegas Blvd.

In December, REDValentino opened its doors to reveal a bright white, ethereal 2,700-sq.-ft. retail space based on principles of fluidity and surprising "reveals," like moveable walls and disappearing ceilings. The whitewashed store is a far cry from sterile, taking on a whimsical fairytale spatial narrative that plays with the shopper's sense of perception with 2-D and 3-D elements. Fashion and art dance in a paper garden filled with dreamy silhouettes behind an armoire's hidden door, *trompe l'oeil* effects in the next room and a homey, antique atmosphere juxtaposed by bright, modern lighting sets off the textured white capitoné walls.

Photo courtesy of THE FORUM SHOPS AT CAESARS



Valentino, 3720 S. Las Vegas Blvd.

Valentino opened a 3,000-sq.-ft. space, working with architect David Chipperfield to create a warmer atmosphere and personalized customer experience. A series of divided rooms are highlighted by details like custom leather furniture, crystal chandeliers, brass frames, romantic molded gypsum curtains and layered mirror glass walls. Black-and-white windowpane flooring, custom Venetian terrazzo framing throughout the floors, walls and openings, and optic-lens lighting tie each room together.

Photo courtesy of VALENTINO



Richard Mille, The Shops at Crystals, 3720 S. Las Vegas Blvd.

The second Richard Mille shop in the country opened its doors in a stunning 750-sq.-ft. showroom that features digital display screens and a VIP section, granting customers direct access to watchmaker experts. Beneath custom-choreographed lighting, shoppers gaze into high-tech, anti-reflective glass showcases amid the store's cool combo of masculine Makassar wood, Corian stone, leather and steel design elements.

Photos by **POWERS IMAGERY**



Rolex, Wynn Las Vegas, Wynn Esplanade, 3131 S. Las Vegas Blvd.

Rolex opened last June at the Wynn, launching the brand's largest store in the world in terms of selection and size at nearly 3,000 sq. ft. The store features the largest sandblasted wall of aqua glass in the United States, which serves as the backdrop to marble display cases, European Plane wood, bronze accents and Italian leather details. This also marks the introduction of the conceptual "Rolex Experience" for the first time stateside, which provides a comprehensive history of the brand, displaying vitrines with significant timepieces, including one of the first Rolex watches made in 1905 and the world's first waterproof watch—the 1926 Oyster edition. Digital and interactive screens showcase tours of Rolex's facilities and technology. An on-site watchmaker also provides a personalized customer experience.

Photo by **BARBARA KRAFT/COURTESY OF WYNN RESORTS LTD.**



Sergio Rossi, The Forum Shops at Caesars, 3500 S. Las Vegas Blvd.

The Gucci-owned luxury footwear company used an expansive 9,623-sq.-ft. space to imitate a classic Italian apartment with a "front stage" setting of a red-velvet chaise lounge, brass display cubes and an elegant black-and-white herringbone floor. In the "back stage," the arena is rich and romantic with dark-blue velvet curtains wrapping around walls and a blue velvet sofa and blue carpeting. This eases the customer into a more intimate shopping experience while proudly nodding to Rossi's roots.

Photo courtesy of **THE FORUM SHOPS AT CAESARS**



Container Park, 707 Fremont St.

Retail and entertainment is getting a major makeover from the standard Las Vegas model with the downtown opening of Container Park. The brainchild of Zappos' CEO Tony Hsieh, Container Park hopes to reinterpret and revitalize downtown Las Vegas in a 56,000-sq.-ft. space that uses pre-built shipping containers and purpose-built "X-cube" building structures. The mission behind the park seems more Brooklyn-style than Las Vegas has seen before: Container Park seeks to provide a pedestrian-friendly outdoor shopping experience and a platform to promote a range of local, small, offbeat and quirky retailers. Visitors and locals can buy a wide range of goodies from architectural lighting at Alios, ottomans at Fresh Wata, cool leather wristwatches at Winky Designs, fashionable baseball jackets and rompers at American Vagabond, local jewelry at Art Box, home décor items at GabyOlivia and artwork at Blackbird Gallery, while waiting to get a beard trim by the expert groomers of Bolt Barbers. Then, visitors can check out Big Ern's BBQ and The Boozery for a low-key afternoon lunch, where they can enjoy what the "new" Las Vegas has to offer...in the daylight.

Photo by DOWNTOWN PROJECT/EMILY WILSON



M Missoni, The Forum Shops at Caesars, 3500 S. Las Vegas Blvd.

The brand's sixth standalone shop, which opened last fall, flaunts a '70s vibe, achieved under the precise eye of creative director Angela Missoni herself. The plan for the 850-sq.-ft. space was executed stateside by Brand + Allen Architects and in Milan by Correa Granados Architects. Here, M Missoni maintains brand integrity with a laser-cut steel logo before the entrance and neutral linen tones inside, which is boldly offset by the fashion line's notoriously bright wave of rainbow-colored knits.

Photo courtesy of THE FORUM SHOPS AT CAESARS



Nicholas Kirkwood, Wynn Las Vegas, Wynn Esplanade, 3131 S. Las Vegas Blvd.

British shoe designer and A-list favorite Nicholas Kirkwood opened his second U.S. store in Las Vegas. Designed by Kirkwood and Mehrnoosh Khadivi of Craftwork Studio London, the bright and airy 1,400-sq.-ft. space at the Wynn serves as the perfect venue to showcase the brand's opulent flair for Swarovski crystals and gold. Customers are led through a hexagonal chrome and glass fretwork archway that resembles a beehive pattern and across a two-tone parquet marble floor laid in a radial pattern. Shoes are displayed in groupings of hexagonal white Corian plinths beneath an elegant eight-sided dome. Having also debuted a men's collection here, this shop hopes to make Nicholas Kirkwood a major Las Vegas retail destination and is visually worth the trip for all.

Photo by BARBARA KRAFT/COURTESY OF WYNN RESORTS LTD.

Loro Piana, The Shops at Crystals, 3720 S. Las Vegas Blvd.

Elements of Italian luxury and the legacy of Loro Piana's finest cashmere and Vicuna shine through at the brand's new 2,500-sq.-ft. Las Vegas space. Naturally, all the store's furnishings are softly upholstered in opulent Loro Piana Interiors Fabrics. Gentle lighting creates an at-home and shadow-free environment that showcases the sixth-generation company's Ladies, Men's and Children's lines, along with its special, new Gifts luxury goods offerings. Photo courtesy of THE SHOPS AT CRYSTALS





Coming Soon:

Grand Bazaar Shops, Bally's Las Vegas, Las Vegas Boulevard and Flamingo Road

Coming in fall 2014, the busiest intersection of Las Vegas—Las Vegas Boulevard and Flamingo Road—is getting a major retail boost that will literally change The Strip's skyline and offer a 2-acre marketplace for customers. The retail destination will feature more than 150 shops, anchored by a towering Swarovski Crystal Starburst with light and music shows over the store each night. Other shops will include Swatch, Superdry, Havlanas, Campo Marzio and five food stores by Chef Sam Marvin that will sell cupcakes, ice cream, macaroons, meats and spices. Retail spaces will vary from 150 sq. ft. to grand-scale stores ranging upwards of 2,000 sq. ft. Juno Property Group Chairman Laurence Siegel primarily developed the project with several partners and calculated that more than 20 million potential customers pass through the popular intersection each year. The Grand Bazaar will feature brightly colored mosaic-patterned rooftops, inspired by some of the world's grandest shopping meccas, like Istanbul's Grand Bazaar, London's Portobello Road, India's spice markets, Northern Africa's souks and Asia's night markets.

Renderings by ELKUS MANFREDI ARCHITECTS





The LINQ, 3435 S. Las Vegas Blvd.

Coming this spring, Caesars Entertainment will open The LINQ, a 300,000-sq.-ft. open-air space with more than 30 venues inspired by New York's Meatpacking District and LA's The Grove. The pedestrian-friendly area will feature *al fresco* dining, live entertainment at an outpost Brooklyn Bowl performance venue and the world's tallest observation wheel, the 550-ft. High Roller (naturally). About 30 percent of The LINQ will be dedicated to retail, which will specifically target visitors between ages 21 and 46. Expect stores, including some flagship locations, offering unique shopping experiences, like bright eyewear and watches from Brazil's Chilli Beans, coveted sneakers from 12A.M. Run (the street culture-oriented brand co-owned by hip-hop legend Nas), gentlemanly and ladylike hats from San Francisco's Goorin Bros., and women's accessories, lingerie and costume jewelry from Ruby Blue, which will showcase a burlesque-themed interior.

Rendering courtesy of CAESARS ENTERTAINMENT

The Shops at The New Tropicana Las Vegas, corner of Las Vegas Boulevard and Tropicana Avenue

Looking ahead toward a 2015 opening, The Shops will be a significant retail, dining attraction and design component to the already \$200 million revamp of The New Tropicana Las Vegas property. The Shops will take on a clean and modern South Beach architectural vibe. The New Tropicana's two-level expansion creates 160,000 sq. ft. of retail spaces for flagship stores.

Photo by O'GARA BISSELL PHOTOGRAPHY

