



BACKGROUND

A Coastal Shopping Experience

As Orange County's premier coastal shopping experience, Fashion Island features specialty boutiques, world-class department stores and a vast array of restaurants and cafes. Fashion Island offers a sophisticated yet relaxed atmosphere that is distinctively Southern California, appealing to locals as well as discriminating travelers who seek the finest shopping and dining in a coastal resort setting.

Views of the Pacific Ocean, iconic palm trees, elegant splashing fountains and a sparkling koi pond create the unique and beautiful ambiance of Fashion Island. Visitors stroll the Mediterranean-inspired paseos and courtyards to prestigious retailers and restaurants such as Nordstrom, Bloomingdale's, Orange County's only Neiman Marcus, Fleming's Prime Steakhouse & Wine Bar and Canaletto Ristorante Veneto.

In the Beginning

Fashion Island opened on Sept. 9, 1967. Planners with Irvine Company envisioned an oval roadway encircling one of the nation's first coastal outdoor luxury shopping centers. The new center opened with four department stores, 52 specialty shops and two restaurants. Among the original stores were Buffums and Broadway-Hale.

As times changed, so did Fashion Island. In 1978, Orange County's only Neiman Marcus opened. 1985 saw the arrival of Atrium Court. An elegant three-story building, Atrium Court contains more than a dozen stores on the main level, Bloomingdale's Home Store on the third level, and Atrium Cafés, a selection of casual cafes, on the lower level. A sky-lighted atrium with a beautiful fountain is the centerpiece of Atrium Court.

The Renaissance

In 1989, Fashion Island celebrated a significant makeover. Called “The Renaissance,” the renovation and expansion included three Mediterranean-inspired paseos that added 70,000 square feet of retail space for 60 new stores. The Renaissance also added a second casual restaurant collection known as Island Terrace, as well as a seven-screen Edwards Cinema and a four-level parking structure. The architectural design captured an Old World look, evoking images of a European village linked by bright and airy colonnades, lushly landscaped paseos and sunny plazas.

Subsequent to The Renaissance, additional expansions and remodels have included the lower level of Atrium Court remodeled in 1990, and Orange County’s first Bloomingdale’s opened in the former Broadway building in 1996. The following year, Bloomingdale’s Home Store opened on the third level of Atrium Court.

In 2002, Fashion Island added 35,000 square feet of retail and restaurant space between Bloomingdale’s and Macy’s.

In 2005, Neiman Marcus expanded by 33,000 square feet by adding a third level, and renovated the entire store. The store added new departments, as well as Mariposa restaurant and Bar on 3.

In 2006, Macy’s relocated into the former Robinsons-May building. In 2007, a new three-level parking structure was opened. The former Macy’s building was demolished to make way for a new 140,000 square foot Nordstrom, which opened in 2010.

The Second Renaissance

In 2009, Fashion Island began work on the most significant makeover since 1989 — a \$100 million end-to-end project transforming the entire center. As part of this reinvestment, the center welcomed Nordstrom, as well as numerous new stores exclusive to Orange County including the first ever Ella Moss store, the largest Orange County Apple Store including a conference and meeting room, the first West Coast stores for Vineyard Vines and Sperry Top-Sider, the only store beyond Los Angeles for trendy boutique Kitson, and the first West Coast store by C. Wonder, the revolutionary lifestyle brand that debuted in New York in October 2011.

Fox Restaurant Concepts also unveiled its first California location with True Food Kitchen. An acclaimed Phoenix-based restaurant, True Food Kitchen has a diverse menu created by best-selling healthy-living author Dr. Andrew Weil that focuses on high quality, locally-sourced ingredients that taste great.

Fashion Island also debuted Orange County's first Le Pain Quotidien, serving breakfast, lunch and dinner along with its hallmark fresh baked breads and pastries, all with an ocean view.

As part of the Second Renaissance, Irvine Company created architectural, courtyard and paseo enhancements that have made one of the best outdoor shopping experiences in the country, even better. Four new signature fountains were added to ensure the sight and sound of moving water, long a hallmark of Fashion Island, is heard in every courtyard. New soft seating was been added throughout the center, providing places to relax, have a cup of coffee and enjoy Fashion Island's beautiful outdoor ambiance.

Additional outdoor dining areas have been added and existing ones have been enhanced to provide for year-round al fresco dining. Palladian architectural elements and sophisticated color palette changes are underway on most buildings to create a more classical and elegant feeling to Fashion Island.

A new 45-foot, hand-carved granite obelisk fountain and 50-foot Italian pine trees, reminiscent of those found in ancient Rome, have been added in the Neiman Marcus-Bloomingdale's Courtyard and lend a feeling of grandeur to the space. Unique new landscape details provide colorful flowering accents throughout Fashion Island. New Italian light fixtures and an elaborate Gazebo based on 19th century Italianate cast-iron enhance the quality of the center.

The final phase of Fashion Island's \$100 million reinvestment was unveiled in late 2011 with the addition of more exclusive stores and the opening of the remodeled Island Cinema. The seven-screen theater provides Orange County with an upscale, state-of-the-art complex offering a premier movie-going experience. Island Cinema features spacious stadium seating, Sony 4K projection, which offers resolution four times as vivid as the best high-definition televisions, and an enhanced menu with sandwiches, specialty items and desserts, as well as beer, wine and champagne. Reserved seating with reservations is available online or through an on-site concierge, who will assist with tickets as well as dinner reservations for Fashion Island restaurants.

Looking ahead, Fashion Island will welcome organic and natural grocer Whole Foods in fall 2012 and acclaimed restaurant Fig & Olive in summer 2013.

As Fashion Island celebrates its 45-year anniversary in 2012, the center is adding 22,000 square feet of retail space, with many new stores and restaurants coming to the center.

Featuring a collection of distinctive stores in a sophisticated yet casual resort setting, Fashion Island is an unparalleled coastal lifestyle center visited by more than 14 million people annually. The center is the downtown for Newport Beach and offers upscale outdoor shopping like that found on Melrose Avenue and in New York's SoHo. For 45 years, the center has been one of Southern California's most successful shopping and dining destinations, and as more exclusive stores and restaurants open, the allure of this coastal center continues to grow.

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