

FEBRUARY 2010

Newsline

PRESENTING
THE ALL-NEW
PREMIERE
E-MAILER



South Coast Plaza
is ready for Valentine's Day

Quality is

SOUTH
COAST
PLAZA

International Destination®

Valentine's Day Gift Ideas

Valentino – Red leather sandal with flower detail
(714) 751-3300

Piaget – Emperador Coussin watch in 18 carat white gold case
(714) 361-2020

Cartier – Love bracelet in yellow gold and diamonds
(714) 540-8231

Z Gallerie – Decorative red votives
(714) 850-1081



Piaget

Bottega Veneta – Ricamo Arte Knot clutches in sumptuous leather
(714) 540-9760

La Perla – Red lace bra and panty sets
(714) 754-7500



Bottega Veneta



Harry Winston

Harry Winston – Oval ruby ring in platinum and yellow gold setting
(714) 371-1910



Kiehl's Since 1851

Kiehl's Since 1851 – Kiehl's Original Musk Oil discovered in a vat labeled "Love Oil"
(714) 427-0998

Paper Source – Sweetheart wreath kit
(714) 957-8555



Paper Source

Tiffany & Co. – Golf putter in stainless steel with sterling silver
(714) 540-5330



Fresh

Fresh – Brown Sugar Body Polish & Body Cream
(714) 549-7086

Miu Miu – Patent-leather studded coin purse with black crystal heart detail
(714) 617-6927

Intermix – Juliette Jake crocodile clutch
(714) 754-7895

De Beers – Micropave heart pendant
(714) 641-5820

Fossil – A grid of cutout hearts decorates the watch dial
(714) 966-5395

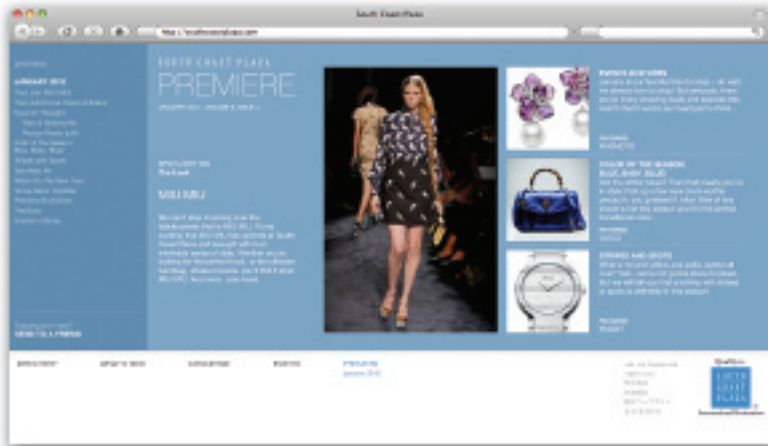


Fossil

Swarovski – Crystal heart pendant on dark brown cord
(714) 662-2223

John Varvatos – Modern, lightweight leather jackets for him
(714) 545-5551

Brand New Premiere for a Brand New Year



Are you in the know about South Coast Plaza's Premiere e-mail newsletter? Members receive a monthly e-mailer featuring new store openings, store promotions, exclusive offers, fashion, jewelry, home decorating trends, and in-store events.

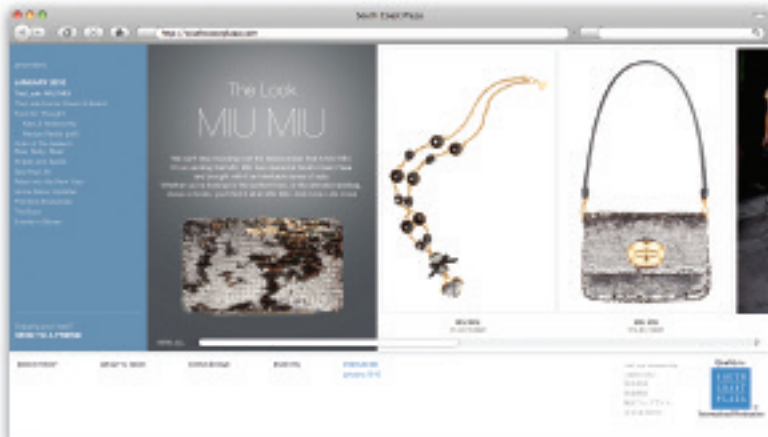
Membership is free and easy to do. Simply log onto southcoastplaza.com and click on the Premiere link. Enter your name, email address and zip code, that's it.

On the first of each month you'll receive the newly designed Premiere newsletter chock full of insider's info about South Coast Plaza. Each Premiere e-mailer includes exclusive offers from South Coast Plaza retailers. Offers vary from gifts with purchase to discounts on select merchandise.

"The recent redesign of the Premiere newsletter takes the next step in positioning South Coast Plaza as an authority on fashion, trends and dining. Multiple gallery views offer quick ways for users to check out everything that's new with our retailers," said Debra Gunn Downing, Executive Director of Marketing.

As part of the next roll-out phase, users will be able to save their favorite sections, share stories with friends and get reminders about featured events.

For more information, telephone Nava Rezvan at (714) 435-2024.



Best Business Dining is at South Coast Plaza



Gayot.com has begun a new "Top Ten Best" list for business dining throughout the U.S. South Coast Plaza restaurants garnered five of the top ten spots for "Best Business Dining in Orange County." The list is updated annually and is one of Gayot's most popular categories.

Since 1969, the Gayot name has been synonymous with restaurant, hotel and travel reviews by a handpicked, worldwide team of discerning professionals.

Congratulations to these fine restaurants for making the list:

Antonello Ristorante, Marché Moderne, Charlie Palmer at Bloomingdale's, Pinot Provence and Scott's Seafood.

SAVE THE DATE!

**SPRINGTIME AT
SOUTH COAST PLAZA**

MARCH 12 - APRIL 3



Orange County Performing Arts Center offers Behind-the-Scene Experiences to the Public

*Free Docent-led tours
Wednesdays & Saturdays at 10:30 a.m.*

The architectural splendor and technological wonders of the Orange County Performing Arts Center can be experienced firsthand during Docent-led tours of the center's various theaters.



The free excursions through the world-renowned halls and backstage areas make guests feel like 'insiders' to the star-studded world of theater, music and dance.

Tours of Segerstrom Hall and Founders Hall are offered every Wednesday and Saturday at 10:30 a.m. Tours of the Renée and Henry Segerstrom Concert Hall and Samueli Theater are offered on Saturdays, also at 10:30 a.m. The tours are ideal for children or theater arts and music majors. For more information, telephone (714) 556-2122, ext.4246.

In Celebration of Valentine's Day

*South Coast Plaza offers
Gift with Purchase
February 5-14*



South Coast Plaza will offer a special Gift with Purchase program February 5-14.











Guests who present a minimum of \$1,000 in same-day receipts for purchases made at any South Coast Plaza boutique or restaurant will receive a \$100 South Coast Plaza Gift Certificate in a special red envelope.

Redeemable at all South Coast Plaza concierge locations. One gift per person, per day. Department store purchases are excluded from this offer.

Telephone (714) 435-8571 for more information.

Pantone Fashion Color Report for Spring 2010

According to this season's report, vibrant brights add a sense of excitement to the palette, especially when set against practical neutrals that provide a safety net for cautious consumers.

1		Turquoise
2		Tomato Purée
3		Fusion Coral
4		Violet
5		Tuscany
6		Aurora
7		Amparo Blue
8		Pink Champagne
9		Dried Herb
10		Eucalyptus

Source: Pantone.com

Do you have news for Newsline?
Telephone (714) 435-2115

Editor in Chief
Debra Gunn Downing

Executive Editor
Beverly Morgan

Cover: Valentino