



SOUTH COAST PLAZA CELEBRATES 50 YEARS IN 30 DAYS

*Fall fashion shows, after-parties, boutique events,
luxury brand exhibits and performing arts cap anniversary year*

(Costa Mesa, CA – October 3, 2017) This October South Coast Plaza is presenting an unprecedented slate of 50th anniversary celebrations and exclusive events. New to South Coast Plaza: The Pavillon, a special event venue located adjacent to Saks Fifth Avenue and Bear Street, will showcase three exciting runway shows October 5-7 followed by lively after-parties. Many South Coast Plaza boutiques will host in-store events in October. Luxury brands Miu Miu and the venerable Harry Winston will bring beautiful customized exhibits to South Coast Plaza's Jewel Court. On the dining front, a dozen restaurants will salute the milestone with special menus and dishes. The month will end on a high note in celebration of South Coast Plaza's enduring commitment to the arts with a rare appearance by the world-renowned Mariinsky Theatre Orchestra at Segerstrom Center for the Arts on October 30.

FASHION SHOWS AND AFTER-PARTIES: The first of the three fashion events is The Harvesters 25th annual fashion show and luncheon on October 5, which benefits Second Harvest Food Bank of Orange County. Twelve luxury designers will be showcased in a dramatic runway show. The next evening, October 6, South Coast Plaza will partner with *Harper's Bazaar* and executive fashion and beauty editor Avril Graham on an exclusive fashion show and trend presentation of

fall's best looks from Brunello Cucinelli, Céline, Gianvito Rossi, Fendi, Lanvin, Max Mara, Moncler, Oscar de la Renta, Roberto Cavalli, Salvatore Ferragamo, TOD'S, Versace and The Webster. Guests will then proceed to an after-party with glam stations, photo booths, sketch artists, music, a signature cocktail and small bites catered by *Top Chef* finalist Amar Santana of Vaca.

Saturday, October 7, designer John Varvatos makes a personal appearance to present "Wild at Heart," featuring his fall/winter collection, followed by a concert with Vintage Trouble and after-party. A "street food" theme includes a taco station and spirits by Belvedere Vodka and Glenmorangie Scotch Whisky. The evening benefits the Anaheim Ducks Foundation/Lady Ducks with all proceeds donated to Children's Hospital of Orange County. The three events will begin with a Veuve Clicquot champagne reception served from a Veuve Clicquot bar created expressly for South Coast Plaza.

UNIQUE LUXURY BRAND EXHIBITS: A whimsical 1,000-square-foot Miu Miu "MIULady" pop-up exhibit will take place in Jewel Court October 6-17 and feature two giant Miu Lady handbags in jewel-decorated Madras leather. The story of the iconic bag will be played on video monitors inside the Instagram-worthy installation.

"Experiences - The Harry Winston Diamond" will be on display in Jewel Court October 23-November 5. When guests enter the exhibit through Harry Winston's signature iconic gate, mirrors, lights and reflections give the feeling of being inside the diamond. The Harry Winston legacy video, as well as an interactive iPad, will tell the story of the luxury brand's famous diamonds.

DINING SPECIALS: More than a dozen South Coast Plaza restaurants will pay tribute to the anniversary in October with promotions that range from Antonello's "Spaghetti alla Segerstrom" and the Water Grill's Segerstrom lima beans, kale and bacon side dish to a \$50 prix fixe dinner at Vaca and latte art at Champagne French Bakery Cafes.

PERFORMING ARTS: South Coast Plaza's legacy of supporting the arts continues as the Mariinsky Theatre Orchestra travels from St. Petersburg to perform at the Renée and Henry

Seegerstrom Concert Hall on October 30, as part of the Henry T. Seegerstrom Legacy Series. The Mariinsky's renowned artistic director, Valery Gergiev, will conduct the orchestra—christened “Russian’s musical crown jewel” by *The New York Times*—with a program of Strauss and Tchaikovsky.

ONGOING 50th ANNIVERSARY EXCLUSIVE MERCHANDISE: The yearlong commemorative merchandise continues to arrive at South Coast Plaza boutiques. Over 50 of the center’s brands are offering exclusive jewelry, timepieces, handbags, men’s bags, shoes, sunglasses and more throughout the year. The collection includes one-of-a-kind jewelry and fine timepieces such as the “Celebration” pearl strand at Mikimoto and the Dior VIII Grand Bal Plisse Ruban watch, as well as limited edition pieces such as the Valentino crystal-embellished Small Lock bag in fuchsia and pink, the Ermenegildo Zegna Pelle Tessuta backpack and the Max Mara Fabia coat. All are available only at South Coast Plaza.

For more information about South Coast Plaza’s 50th Anniversary events and celebrations, please visit [our website](#).

OCTOBER EVENTS

October 2-16

A. Lange & Söhne Exhibit

Level 2, Between Prada & Harry Winston

A large scale, working timepiece will be on display during center hours.

October 4, 12-2pm

Harry Winston + Harper’s Bazaar Event

Harry Winston, Level 2, Jewel Court

Harper’s Bazaar’s executive fashion and beauty editor, Avril Graham, will be styling VIP clients before they have their photograph taken.

October 4, 5:30pm

Carnegie Hall Opening Night Gala

Carnegie Hall, New York City

Sponsored by South Coast Plaza, the Philadelphia Orchestra and Lang Lang, led by Yannick Nézet-Séguin, will perform spirited and iconic works by Bernstein and Gershwin. The performance will be followed by a dinner at Cipriani 42nd Street.

October 5, 5-7pm

Stuart Weitzman + Harper’s Bazaar Event

Stuart Weitzman, Level 1, Between Jewel and Carousel Courts
Avril Graham, executive fashion and beauty editor, will present the latest fall/winter Stuart Weitzman collection to VIP clients. For more details, call (714) 432-8100.

October 5, 9:30am-3pm

Harvesters Fashion Show

The Pavillon at South Coast Plaza

Harvesters will welcome 450 supporters to the annual fashion show, silent auction and luncheon to benefit the Second Harvest Food Bank. South Coast Plaza is the presenting sponsor.

October 6, 6:30-9:30pm

Harper's Bazaar Fashion Show

The Pavillon at South Coast Plaza

South Coast Plaza in collaboration with Harper's Bazaar will host a fall fashion event in The Pavillon featuring a designer fashion show curated by Harper's Bazaar executive fashion and beauty editor, Avril Graham, followed by a lively after party.

October 6, 4-6:30pm

Miu Miu Opening Exhibition Celebration

Jewel Court

Miu Miu will host a private, VIP party in celebration of the MIU lady exhibition opening on October 7.

October 7

John Varvatos Event, 7pm

The Pavillon at South Coast Plaza

John Varvatos will host a fashion show featuring his fall/winter 2017 collection. The show will be preceded by a cocktail reception and followed by a live performance by Vintage Trouble and after-party.

October 7-18

Miu Lady Exhibition

Jewel Court

Miu Miu will host an exhibition showcasing its MIU lady bags during center hours.

October 19-21

MAC Exhibition

Jewel Court

MAC will launch their new holiday collection featuring performances and mini makeovers during center hours. Open to the public.

October 23-November 5

Harry Winston Exhibition

Jewel Court

“Experiences - The Harry Winston Diamond” Interactive exhibit.

October 24, 6-8pm

Valentino

Level 2, Jewel Court

Valentino and Harper’s Bazaar’s executive fashion and beauty editor, Avril Graham, will be hosting an in-store event to showcase their South Coast Plaza 50th anniversary exclusive product: the Garavani Small Lock Bag. The newest chapter of Segerstrom Center for the Arts, dance group Pas de Deux, will be present to greet guests and celebrate Valentino’s South Coast Plaza 50th anniversary exclusive handbag.

October 26

Max Mara In-Store Event

Max Mara, Level 1, Jewel Court

In-store event to celebrate the exclusive Max Mara coat in honor of South Coast Plaza’s 50th anniversary.

October 27-November 5

LIULI Exhibition

Level 2, outside of Zara

Liuli will showcase their new collection of crystal art, *Bathed in an auspicious glow, a full moon rendezvous*, as well as signature pieces from its boutique.

October 30, 7pm

Mariinsky Theatre Orchestra

Renée and Henry Segerstrom Concert Hall

Widely acclaimed as a dynamic force in classical music, Grammy Award-winning music director Valery Gergiev leads the Mariinsky Orchestra in an evening of Strauss and Tchaikovsky as part of the Henry T. Segerstrom Legacy Series.

Contact: Debra Gunn Downing

714.435.2021 / downingd@southcoastplaza.com