



BACKGROUND

A Coastal Luxury 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, while surrounded by towering palm trees, 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 such as Bloomingdale's and Orange County's only Neiman Marcus. Nordstrom will also join the center in Spring, 2010.

In the Beginning

Fashion Island opened on September 9, 1967. Planners with The 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 Buffum's and Broadway-Hale.

As times changed, so did Fashion Island. In 1978, Orange County's only Neiman Marcus opened, and in 1985, Atrium Court opened. An elegant three-story building, Atrium Court contains 25 stores and casual restaurants, all surrounding a sky-lighted atrium with a beautiful fountain as its centerpiece.

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 food court known as Island Terrace, as well as a seven-screen Edwards Cinema and a four-level parking structure. The architectural design captures an Old World look, evoking images of a European village linked by bright and airy colonnades, lushly landscaped paseos and sunny plazas.

In 1990, the market level of Atrium Court was remodeled, and in 1996, Orange County’s first Bloomingdale’s opened in the former Broadway building. The following year, Bloomingdale’s Home Store opened on the third level of Atrium Court.

In 2002, Fashion Island added 35,000 sq. ft. of retail and restaurant space between Bloomingdale’s and Macy’s, bringing the center to its current size of 1.3 million sq. ft.

In 2005, Neiman Marcus, one of the most successful stores in its chain and the only one in Orange County, expanded by 33,000 sq. ft. 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 2007, a new three-level parking structure was opened, and the former Macy’s building was demolished. Nordstrom will open in a new building in that space in Spring, 2010.

Fashion Island opened more exclusive stores in 2008, including luxury eyewear maker Dita Legends, and award-winning Southern California designer Trina Turk. Canaletto Ristorante Veneto, an upscale Italian restaurant by Il Fornaio, also opened its first Orange County location, and only its second location in the country. This year has brought the first west coast location for Y-3, a collaboration between renowned Japanese fashion designer Yohji Yamamoto and the authentic sports brand adidas, to Fashion Island.

In 2009, Fashion Island welcomed additional Orange County exclusives, including True Religion Brand Jeans, Michael Stars, Ever, 7 For All Mankind and Room Service.

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A Bright Future

Acclaimed Los Angeles restaurateur and James Beard Foundation honoree Celestino Drago will open an exclusive new Italian restaurant, Osteria Drago, at Fashion Island in Newport Beach in spring, 2010. The namesake restaurant marks Drago's first restaurant outside of Los Angeles.

Osteria Drago will be located adjacent to Nordstrom, also opening next spring, and will occupy more than 3,700 square feet, as well as offer patio dining. The restaurant will be an authentic osteria, known in Italy as a welcoming, personal and casually elegant restaurant serving lunch and dinner.

Dean & DeLuca has announced that a west coast flagship and it's first Southern California location is under construction at Fashion Island and will open the first half of 2010. The fine food purveyor will be located in a new two-story, 80,000 square foot retail building adjacent to Atrium Court. Nordstrom is also under construction and slated to open on the opposite side of Fashion Island in spring, 2010.

Featuring a collection of distinctive stores in a sophisticated yet casual resort setting, Fashion Island is a coastal lifestyle center visited by more than 13 million people annually. For more than 40 years, the center has been one of Southern California's most successful shopping destinations, and as more designer and fashion retailers open, the coastal allure continues.

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