

The LINQ Welcomes Iconic Lifestyle Boutique Kitson as New Tenant

Kitson will open its first Las Vegas location this spring

Suggested Tweet - Celebrity boutique for fashion innovators @KitsonLA to open its largest two-level, 12,000 sq. ft. retail store inside @TheLINQ

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LAS VEGAS, Jan. 17, 2014 /PRNewswire/ -- [The LINQ](#) is about to get a little more stylish. The iconic, Los Angeles lifestyle boutique, [Kitson](#), will open a Las Vegas flagship in the city's newest retail, dining and entertainment district located at the heart of The Strip.

The largest store in Kitson's current expansion plan, the 12,000 square-foot, two-level location will feature the top brands in each of the store's categories: men's, women's and kids' clothing, accessories, gifts, apothecary, books and novelties. In addition to the great lines and different take on basics that Kitson fans know and love, The LINQ location will showcase exclusives from Homies, Boy London, Sol Angeles, Yosi Samra, Lauren Moshi and others.

Kitson will offer distinctive mementos for those visiting the destination, from beautiful, hand embroidered [Cat Studio](#) Las Vegas pillows to irreverent books, gifts and cards.

"At our new Las Vegas location, what is bought in Vegas will definitely not stay in Vegas!" said Courtney Saavedra, director of marketing and public relations for Kitson. "The LINQ is offering an over-the-top experience. Our blend of luxury with kitsch and fashion with fun will further define The LINQ as a must-visit Las Vegas attraction. We'll have everything you need to go from the pool to the club."

Customer favorites including Herschel Supply Company, God Save LA, Aviator Nation, Havaianas, Tkees, Ray Bans and Billionaire Boys Club will add to the assortment for which the pop culture, Los Angeles lifestyle brand is known.

"Kitson has been a desired retailer in the Las Vegas market for years and we are incredibly excited to be bringing this fashion staple to The Strip," said Jon Gray, vice president and general manager of The LINQ. "Kitson is a store that both visitors and locals will enjoy checking out during every visit to The LINQ."

Kitson's iconic blue will be represented throughout the interior, to ensure the brand makes an indelible impression. One of the retailer's signature traits is leading its clients throughout the store with irreverent, directional dialogue through signage; in a nod to fabulous Las Vegas, Kitson will incorporate neon on the interior for the first time. Located just past The LINQ entrance and next to the Flamingo, Kitson will be one of the first shops visitors see as they enter the corridor from Las Vegas Boulevard.

Kitson will join fellow retailers such as Goorin Bros., Chilli Beans and 12A.M. Run who will debut their first Las Vegas locations at The LINQ. Visitors will be able to explore these trendy retail outlets while also enjoying great dining and entertainment venues such as Chayo Mexican Kitchen + Tequila Bar, Sprinkles Cupcakes and Brooklyn Bowl.

Founded in 2000, Kitson's original location on Robertson Boulevard in Los Angeles has evolved in to a hot spot for both celebrities and fashion enthusiasts. The brand has grown to 18 California locations, as well as

one in Portland, OR and an established online and international presence in Japan, Korea and Taiwan.

At the heart of Kitson is the effortlessly fashion forward, Los Angeles lifestyle that Vegas locals and tourists alike will embrace. From cradle to grave, from soup to nuts, from showgirls to rodeo riders, Kitson has something to indulge every shopper's desire.

About The LINQ

Caesars Entertainment is redefining the iconic Las Vegas skyline with The LINQ, an open-air retail, dining and entertainment district, anchored by the world's tallest observation wheel, known as the High Roller. Located at the heart of the world-famous Las Vegas Strip, The LINQ will feature more than 30 unique retail, dining and entertainment venues and will host special events, festivals and more. Topping out at 550 feet, the Las Vegas High Roller observation wheel will be the focal point of the unique urban entertainment district. The wheel's 28 glass-enclosed cabins will feature an interactive experience including video and music that will fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Each cabin will accommodate up to 40 people and will be available for individual or group experiences. For more information, visit thelinq.com.

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