

New Year's Eve: What to Wear...and Where

PACIFIC

DECEMBER 2010

SAN DIEGO

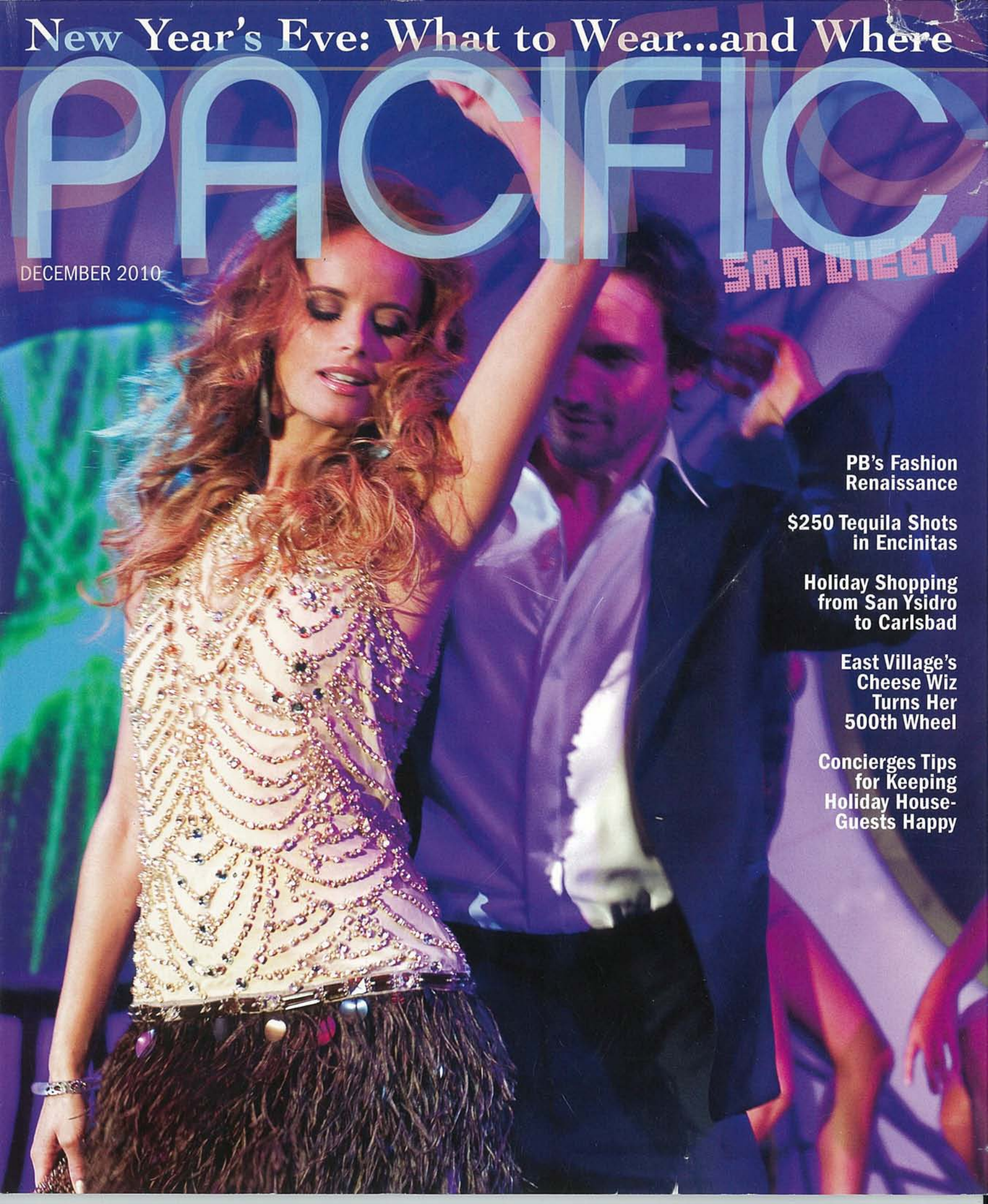
PB's Fashion Renaissance

\$250 Tequila Shots in Encinitas

Holiday Shopping from San Ysidro to Carlsbad

East Village's Cheese Wiz Turns Her 500th Wheel

Concierges Tips for Keeping Holiday House-Guests Happy





IT'S A

mall world after all

*The tops of the shops—
a guide to seven of San Diego's
preeminent shopping centers*

[BY DAVID PERLOFF AND ASSIA MORTENSEN
PHOTO THIS PAGE BY BREVIN BLACH
MALL PHOTOS BY STACY KECK]

Living in a town where dreams of a white Christmas are dashed by blue skies and balmy breezes, channeling the holiday spirit can be a challenge. Legions of red-aproned Starbucks baristas help compound the cheer, but when the day calls for sleigh bells and wreaths aplenty, the malls are where it's at.

If sitting on a stranger's lap makes your stars twinkle, scratch that itch at any of the major San Diego shopping centers, most of which are offering Santa sessions every day in December. And whether you want to catch a flick, meet a chick (or dude) or even go bowling or ice-skating, yule probably find yourself at at least one of these Finest City malls this season.

Simon Fashion Valley

Back when Ted Williams was still playing baseball, the Padres home stadium (from 1958 to 1967) was Westgate Park, located on the site that is now Fashion Valley (owned and operated by Simon Property Group).

Drawing about 18 million visitors each year—that's nearly 50,000 people a day, and a whole lot more than the Padres could hope for in any stadium—Fashion Valley is widely regarded as San Diego's premier upscale shopping center, a reputation bolstered by its being home to the county's only Bloomingdale's, Tiffany

& Co. and Jimmy Choo stores, to name just a few.

When its \$18 million remodel is completed in September 2011, Fashion Valley will have a renovated food court; new landscaping, signage and lighting; plus softer chairs and couches throughout to promote socializing and increase shopping time. What it won't have is Saks Fifth Avenue, which is abandoning its underperforming Mission Valley post. The anchor's replacement has yet to be announced, but you can bet the new tenant will keep up with the Joneses (and the Guccis and the Jacobs).

Size Matters: 200 stores;
1.7 million square-feet

Fare Enough: Bing Crosby's
Restaurant and Piano Lounge,
The Cheesecake Factory,
California Pizza Kitchen

Now Showing: AMC Fashion Valley
18, amctheatres.com/fashionvalley

FASHION VALLEY
7007 Friars Road, Mission Valley,
619.297.3381, simon.com



ENDEL





FASHION VALLEY'S DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT, FRANCINE MILEY, WAS PHOTOGRAPHED AT SANTA'S HOLIDAY HOUSE IN CENTER COURT AT FASHION VALLEY | PHOTO BY BREVIN BLACH. STYLING: JULIE WALKER | HAIR AND MAKEUP: CARLTON HAIR SALON & DAY SPA. | ON FRANCINE: DRESS BY TORY BURCH, SHOES BY JIMMY CHOO, JEWELRY BY TIFFANY & CO., HANDBAG BY HENRI BENDEL

q: Whatcha Want?

a:

Although

Santa has told me that I'm on the 'good list' this year, I'm not sure that I will be getting the Hermes Birkin Bag I've been wanting. So, this year, I'm wishing for a French bulldog. (And a box of Claritin to go along with it!)"

—FRANCINE MILEY, DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT, FASHION VALLEY