

# RANCH & COAST

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& Style  
Issue

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# The Big Valley

## Fashion Valley Is All Dressed Up And The Place To Go

More than a dozen new tenants are moving in to the San Diego fashion hot spot, and by this summer, a third of the leases will have changed names. And these aren't just any chain stores. Tory Burch, Barneys New York COOP, CH Carolina Herrera, Hermes, Jimmy Choo, Just Cavalli, Michael Kors, M. Missoni, Judith Ripka, and Rolex are among the high style retailers opening their first stores in San Diego. In fact there are so many upscale shops that the center's owner, Simon Property Group, claims bragging rights to luxury retail in San Diego. Says Simon's Richard S. Sokolov: "These merchants further solidify Fashion Valley as the high fashion shopping address in San Diego County for both residents and tourists."

Driving the trend, analysts say, is a nationwide demand for luxury goods, and an effort by high-end retailers to expand into new markets. Fashion Valley gives them a foothold in a region with not only tourist dollars but well-heeled locals who can afford to spend \$500 and up on Jimmy Choos. What those customers spend on shoes, they can save on gas. No need to drive to L.A. for a little luxe retail therapy.

Among the high profile tenants is Michael Kors, the oft honored designer and celebrity judge on the Bravo hit *Project Runway*. The Kors



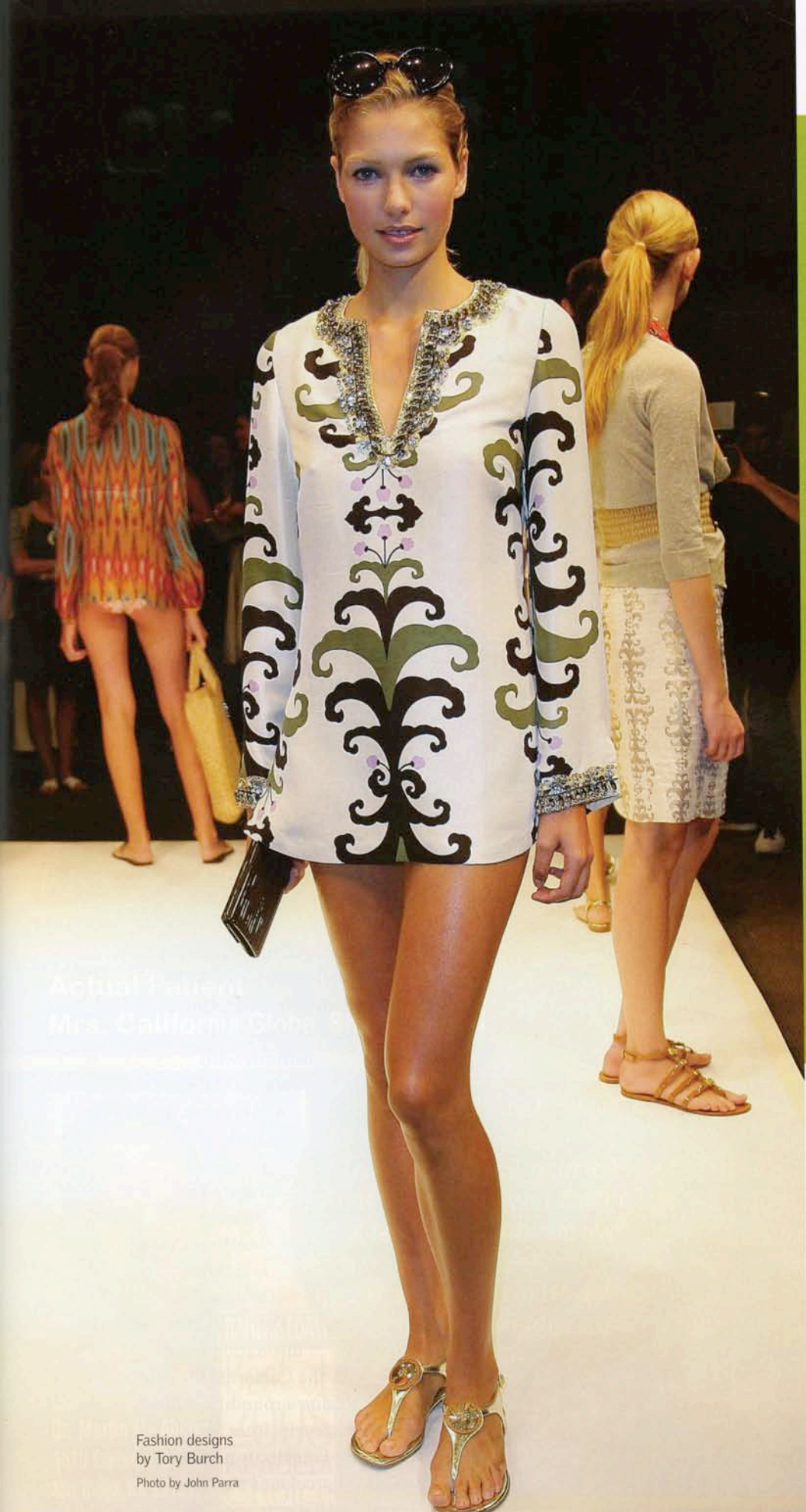
H&M women's spring line  
Photo by Peter Gehrke

signature is American sportswear that is chic and luxurious. His lifestyle store in Fashion Valley, opening this spring, will offer ready-to-wear pieces along with a range of accessories. Tory Burch, the New York socialite turned designer, creates "stylish yet wearable clothes and accessories for women of all ages." Known for bold, graphic prints,

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Burch blends classic with modern design, adding bohemian and ethnic details for a preppy-boho look. Her customers are fashion savvy but not slaves to the latest trend (although her Reva ballet flats fly out of the stores.) *Elle* fashion director Nina Garcia calls Burch and Kors (along with Missoni and Diane von Furstenburg) "my gold standard designers of choice for resort." Raves Garcia: "their clothes are always comfortable and chic, and they travel well."





Actual Patient  
Mrs. California Glore

Fashion designs  
by Tory Burch  
Photo by John Parra



Not all the retailers coming to Fashion Valley are as toney, but they're definitely trendy, and prove that cheap can be seriously chic. Take H&M, the Swedish style leader with 1,500 stores in more than two dozen countries. Set to open this fall in Fashion Valley (its Otay Ranch store is slated for spring), the H&M mantra is "fashion and quality at the best price." "Many shoppers say that H&M offers a 'guilt-free' shopping experience," says Lisa Sandberg. »

H&M men's  
spring line  
Photo by  
Enrique Badulescu





Fashion design by Michael Kors  
Photo by Biasion Studio



Fashion Valley courtyard

« H&M's director of communications. "Fashion Valley shoppers are sophisticated customers with exceptional buying power and will certainly appreciate H&M's high design and breakout fashions." (Who wouldn't snap up a silky cobalt blue dress for \$49.90?) This retail powerhouse translates the runway to rack in record time at I-can't-resist prices. H&M also has a social conscience, teaming up with Designers Against Aids, to launch a collection by artists such as Rihanna and Timbaland.

Other international merchants set to open in the valley are Karen Millen, the British brand targeting a glamorous, global customer with

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gorgeous fabrics and finishes, and Custo Barcelona, created by Spanish brothers Custo and David Dalmau. The Dalmaus drew inspiration from the California lifestyle during a round-the-world motorcycle trip, from SoCal surfers to San Francisco's psychedelic roots. Custo Barcelona's signature screen-printed T-shirts and knits are »





« bright and brash, detailed with such touches as embroidery, foil, and metal graphics.

Men's and women's Just Cavalli spring line

Tiffany, the jewel of Fashion Valley, now has company. Luxury watchmaker Rolex will soon join Tourneau at the center, along with Judith Ripka, known for elegant-but-understated baubles that you can wear every day, from blue jeans to black tie.

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Marcus, Nordstrom, and Saks Fifth Avenue. The most recent arrival, Bloomie's, gave the center a boost when it opened in 2006 to great

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buzz (and one of the biggest cocktail parties in town).



The Los Angeles-based May Company was the first department store to move into Mission Valley in the early 1960s. But it was over the objections of city planners who had envisioned the valley as "the gateway to the finest recreational area in the world." Nowadays, more people visit Fashion Valley than SeaWorld, the San Diego Zoo, and other major attractions combined. Just goes to show when it comes to recreation, shopping trumps Shamu.

— Andrea Naversen

Fashion Valley  
Photo by Jack Yonn