



NEWS RELEASE

Sarah Jessica Parker Kicks Up Her Heels With First West Coast Boutique at Bellagio in Las Vegas

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SJP by Sarah Jessica Parker Introduces All-New "Bellagio Blue" Hue - Exclusive to New Location
LAS VEGAS, Aug. 15, 2017 /PRNewswire/ -- Coveted designer Sarah Jessica Parker has debuted her first West Coast standalone **SJP by Sarah Jessica Parker boutique** at Bellagio Resort & Casino, making it one of only two locations in the country to offer her chic label's full collection of shoes, handbags and accessories. To mark the occasion, Parker has introduced a new color line – Bellagio Blue – exclusively available at the Las Vegas boutique.

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"We're thrilled to be in Las Vegas. I don't think we ever imagined this early on in our relatively new business we would have, not only a first, but a second home with the MGM family," said Parker. "And it's particularly exciting to be at Bellagio. I don't think we even realized how suitable a home it would be for us. This idea of a party for your foot really makes sense in Vegas."

Celebrating Parker's belief that color is the new neutral, shoe-lovers have the opportunity to select from all the vibrant shades of her signature "Fawn" heel, along with a bevy of chic flats, sexy sandals and stylish pumps. The Las Vegas location's stunning Bellagio Blue hue is featured in select styles, including Tartt, Serpentine, Rampling, Carrie and Minnie silhouettes. American-made SJP LBD, the brand's little black dress, is available in-store along with handbags, accessories and scented candles.

Randy Morton, president and COO of Bellagio, said, "Building this partnership with Ms. Parker has been an incredible experience and further elevates Bellagio's luxury retail offerings. We've worked closely to create a boutique that

reflects her brand's style, sophistication and panache. This is sure to be a can't-miss destination for our guests."

The boutique, located in the Promenade retail corridor, is open daily from 10 a.m. – 10 p.m. and can be reached at 702-693-7921. Accessories and handbags range from \$30 to \$695, shoes start at \$240 and the SJP LBD collection is available starting at \$395.

The Bellagio opening is hot on the heels of last year's successful launch of SJP by Sarah Jessica Parker at MGM National Harbor in Maryland, her first standalone boutique in the U.S.

For additional information and high-resolution images, please visit the Bellagio newsroom.

Follow: [@sjpcollection](#) (Instagram) and [@thesjpcollection](#) (Facebook) for continuous updates.

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About SJP by Sarah Jessica Parker

SJP was founded in February 2014 by Sarah Jessica Parker and partner George Malkemus III. The accessories collection stems from Sarah Jessica's love for the single sole and vivid memories of New York City fashion in the latter part of the 70s. The collection showcases the brand's theme of colors acting as neutrals and encourages women to take risks and break away from fashion rules they imagine.

About Bellagio

Inspired by the beautiful villages of Europe, the AAA Five Diamond Bellagio Resort & Casino overlooks a Mediterranean-blue, 8 ½-acre lake, where fountains perform a magnificent aquatic ballet choreographed to music and lights. Within Bellagio are award-winning dining experiences including two AAA Five Diamond restaurants, Julian Serrano's Picasso and Le Cirque from the renowned Maccioni family. Bellagio is home to an impressive collection of luxury retailers including Valentino, Louis Vuitton, Giorgio Armani, Gucci, Tiffany & Co., Breguet, Prada, Chanel, Dior, Fendi, Bottega Veneta, Hermès, SJP by Sarah Jessica Parker and OMEGA. A world-class art gallery, the exquisite Conservatory & Botanical Gardens, the stunning "O" by Cirque du Soleil, a luxurious spa and salon, dynamic nightlife at The Bank, Hyde Bellagio and Lily Bar & Lounge and an elegant casino all add to the extraordinary Bellagio experience. Bellagio is an indirect wholly owned subsidiary of MGM Resorts International (NYSE: MGM). For more information and reservations, visit [bellagio.com](#), call toll free at (888) 987-6667 or find us on [Facebook](#) and [Twitter](#).

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