



**FOR IMMEDIATE RELEASE**

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**Davis Street Land Company Announces Ground Breaking  
at *El Paseo Village* in Palm Desert, California**

***El Paseo Village* retailers include *Juicy Couture, Lucky Brand Dungarees, Kate Spade, bebe, Banana Republic, Janie & Jack and Mastro's Steakhouse;***

***Louis Vuitton and Eileen Fisher to open at adjoining *The Gardens On El Paseo****

**Evanston, IL** (November 9, 2009) – **Davis Street Land Company** continues to add to the luxury retail climate in Palm Desert, Calif., with the ground breaking of its newest development, **El Paseo Village**.

El Paseo Village, a 41,000-square-foot retail and restaurant enclave, is located next to Davis Street's existing shopping center: The Gardens on El Paseo. El Paseo Village, set to open Fall 2010, will be home to nine retailers and a restaurant including stores new to the Desert such as **Mastro's Steakhouse, Juicy Couture, Kate Spade, bebe, Lucky Brand Dungarees,** and **Janie & Jack.** In addition **Banana Republic** will relocate and expand its existing store from The Gardens on El Paseo to El Paseo Village.

**Louis Vuitton** and **Eileen Fisher** will be opening their first boutiques in the Desert at The Gardens on El Paseo. **Eileen Fisher's** new store will open November 2009 and **Louis Vuitton's** new boutique is scheduled for a spring 2010 opening.

"We are very pleased to announce the ground breaking on El Paseo Village as well as the upcoming openings of Louis Vuitton and Eileen Fisher at The Gardens," said **Robert Perlmutter**, managing partner of Davis Street Land Company. "These will be great additions to the Palm Desert marketplace and illustrate the underlying strength of this particular retail destination during a period when many other retail environments are challenging."

As part of Davis Street Land Company's commitment to sustainability, El Paseo Village is being designed to achieve **LEED**(Leadership in Energy & Environmental Design) **Certification** from the **U.S. Green Building Council (USGBC)**. LEED is the nationally accepted benchmark for the design, construction and operation of high performance green buildings, promoting a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site

development, water savings, energy efficiency, materials selection and indoor environmental quality.

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### **Enhancing the “Rodeo Drive of the Desert”**

The development of El Paseo Village will include 41,000 square feet of ground floor retail space fronting El Paseo Drive. The featured restaurant, Mastro’s Steakhouse, will offer terraced seating overlooking El Paseo Drive, further enhancing the boulevard’s reputation as “The Rodeo Drive of the Desert.”

Mastro’s, the steakhouse with personality, offers an unparalleled dining experience featuring a cutting edge menu of the finest in prime steaks and fresh seafood accompanied by live music and dancing 7 nights a week in the piano bar. The renowned restaurant will open in a 9,500-square-foot space, becoming the sixth upscale restaurant to open under the Mastro’s Steakhouse, Mastro’s Oceans Club, and Mastro’s City Hall Steakhouse marquees in Beverly Hills, Thousand Oaks, Costa Mesa, and Newport Beach, Calif., and in Scottsdale, Ariz.

“We are excited to bring the Mastro’s experience to Palm Desert and join this group of luxury brands at El Paseo Village,” says Tom Heymann, President and Chief Executive Office, Mastro’s Restaurants, LLC.

### **Six Retailers Sign Up for El Paseo Village’s Retail Space**

Six leading fashion retailers have already signed up for retail space at El Paseo Village. **Juicy Couture** will open its new 3,500-square-foot store on the east corner of the development. Juicy’s ultimate “girlie” collection will feature not only the retailer’s signature collection of apparel and accessories for women, men and children but also the family dog. The “doggy collection” includes everything from canine apparel to leashes, toys and even furniture.

The 1,500-square-foot **Kate Spade** store will offer customers its timeless collection of products that combine personal style with long lasting utility. Clean, modern shapes, combined with classic taste, is the secret to the enduring popularity of the Kate Spade line – from handbags, shoes and glasses to paper and beauty products.

**bebe** will open its 3,100-square-foot store between Kate Spade and Lucky Brand Dungarees, providing stylish women with distinctive and inspirational fashion combined with an unmistakable hint of sensuality. The new store will showcase the retailer’s contouring women’s collection of top, bottoms, shoes, accessories and more.

**Lucky Brand Dungarees**’ 2,400-square-foot store will offer its classic line of denim jeans and jackets, pants, shorts, casual shirts, trendy accessories, and tops for women and men. The store’s product line is described by its founders, Gene Montesano and Barry Perlman, as “rooted in rock n’ roll with a signature sense of humor.” Lucky Brand Dungarees will be a youthful, refreshing addition to the tenant mix at El Paseo Village.

Offering distinctive, finely crafted clothing and accessories from infants to children aged 6, **Janie & Jack** will open a 1,200-square-foot upscale children’s apparel store nearby. The

new store will feature the retailer's nostalgic yet stylish collection of children's tops, bottoms, shoes, hats, accessories and more.

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In addition, **Banana Republic** will build on the momentum of its success at The Gardens by moving into expanded space at El Paseo Village, next to Kate Spade, in Fall 2010. The trendy retailer's 6,500-square-foot store will include women's contemporary tops, bottoms, dresses, skirts, accessories, shoes, and sunglasses, as well as shirts, pants, blazers, shoes, bags, fragrances and more for men.

### **Louis Vuitton and Eileen Fisher To Open at The Gardens on El Paseo**

**Louis Vuitton's** debut in Coachella Valley will take shape in a 3,100-square-foot store opening across from **Tiffany & Co.** The world-renown French luxury retailer will offer its iconic handbags, shoes, belts, scarves, ties and other textiles, accessories and more for both women and men. The arrival of Louis Vuitton will complement the other luxury retailers that have recently opened at The Gardens including **Cole Haan**, **Coach** and **Tiffany & Co.** The Gardens Louis Vuitton store will be the only location where the brand is sold within 120 miles, with Beverly Hills, Rodeo Drive, and Costa Mesa as the nearest locations.

"We believe that The Gardens is the ideal location in the Desert for Louis Vuitton to present its exclusive line of fashion," said John Slavinsky, senior vice president, Louis Vuitton.

"Louis Vuitton's opening at The Gardens on El Paseo, plus the other recent luxury tenant store openings along El Paseo are indicative of the tremendous interest of luxury retailers in locating in the Palm Desert market," Karen Land, director of leasing for Davis Street Land Company commented.

**Eileen Fisher**, opening in 1,775 square-feet of retail space next to **Coach**, will feature her signature designs woven with her trademark elegant fabrics. The store's apparel & accessories will showcase Eileen Fisher's commitment to creating beautifully simple clothing designed to move with real life that adhere to her core design values: simple, sensual, beautiful, timeless, and functional. The new store will be the exclusive location in the Desert for **Eileen Fisher** branded apparel & accessories.

The 200,000-square-foot lifestyle center opened in 1998 and also includes upscale specialty stores such as **Tiffany & Co., Tommy Bahama Tropical Café and Emporium, Cole Haan, Coach, J. Crew, Brooks Brothers,** and **L'Occitane.**

El Paseo Village and The Gardens on El Paseo are owned, leased and managed by Davis Street Land Company. Davis Street Land Company is a privately-held real estate company focused on the ownership and development of upscale specialty and lifestyle centers. The principals of the company are responsible for the development and ownership of unique retail properties such as **Plaza Frontenac in St. Louis, Missouri, The**

**Meadows at Lake St. Louis in Lake St. Louis, Missouri, and The Mall at Green Hills** in Nashville, Tennessee. For more information, visit [www.dslandco.com](http://www.dslandco.com).

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