

Las Vegas Retail



a Italian fashion retailer Pancaldi took cues from New York-style boutiques, choosing wood floors and a crisp palette, when it opened its first U.S. location at Las Vegas Premium Outlets. **b** Saks Fifth Avenue caters to Vegas shoppers with certain design sensibilities and a variety of personal services, including living room concepts located off the men's fitting rooms.

BRIGHT LIGHT CITY, BRIGHT FUTURE

Las Vegas is preparing to raise the stakes again in the next several months with the completion of Fashion Show Mall's \$1 billion expansion; The Forum Shops 175,000-square foot addition; and, in downtown Las Vegas, the Fremont Street Experience's \$16.5 million facelift.

Even a new outlet center on the outskirts of downtown – Las Vegas Premium Outlets – was designed to appeal to upscale tastes, with more than 100 designer and name-brand outlets.

"It's becoming another one of those stops to make in Vegas," says Kent Wells, director, retail planning and design, at RGLA/Robert G. Lyon & Associates Inc. (Chicago), which designed retail spaces for several of the center's clients, including Elie Tahari, Theory and ECCO Shoes.

And the Premium Outlets appeals to local residents, a population garnering more attention from retailers in the last few years as more people have begun calling the 702 area code home.

According to the 2000 Census, the population of the Las Vegas Metropolitan area (which includes Clark, Nye and Mojave counties), increased 83 percent to 1.5 million people between 1990 and 2000.

"When we originally opened, Saks was a destination for people once a year or for high-rollers who would come in and spend a lot of money after a successful night in the casino," says Wilburn. "In the past five years, we've also found a local customer base."

In a city known for being over the top and surpassing visi-



tors' expectations, the future seems as bright as the lights along Las Vegas Boulevard.

"The money is there, especially now that the luxury market is really going strong," says Callison's Munsell.

Neiman Marcus's Gorischek says retailers should meet that bright future with a spirit of entrepreneurship, not just a continuation of rollout stores.

"We need to make sure we are keeping pace with the clientele and customer that is visiting the city," he says, "because they will want new and fresh things."

Larry Dunn, Manchester, N.H. (a);
Dub Rogers, New York (b)