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**THE FRED SEGAL COLLECTIVE TO OPEN AT SLS LAS VEGAS**

**ON AUG. 23**

***Exclusive Partnership Marks First Time a Single Brand Will Occupy All***

***Retail Space in a Resort***

New York, NY – August 14, 2014 – Iconic Southern California lifestyle brand Fred Segal**®** today announced it will open [The Fred Segal Collective](http://slslasvegas.com/shop), an exclusive multi-store retail experience, at SLS Las Vegas as part of the hotel’s highly anticipated opening on Saturday, August 23. Representing the first time a single brand will occupy all of the retail space in a resort, Fred Segal will be infused throughout the entire SLS experience, creating unique shopping opportunities from the pool to the casino and dining areas.

Fred Segal is renowned for defining “California cool” through its strong luxury and celebrity heritage. At the SLS Las Vegas, The Collective will encompass nearly 10,000 square feet throughout the hotel with seven individual stores, including: She, He, Jeans, Shoes, Jewels, Play and Goods.

“We are excited to partner with sbe to bring a taste of Southern California style to the SLS Las Vegas, which I believe will redefine the Vegas Strip’s north end,” said Paul Blum, CEO of Fred Segal. “The Fred Segal Collective creates an integrated and luxurious shopping experience in this exciting new destination.”

"I've been a loyal fan and customer of Fred Segal for years,” said Sam Nazarian, Founder, CEO and Chairman of sbe. “Partnering with them to bring one of LA's most iconic brands to SLS Las Vegas is something I'm very proud of. Together, we've created a truly original retail experience for Vegas locals and visitors."

Located at 2535 S. Las Vegas Blvd., the property features more than 1,600 guest rooms and suites and a collection of sbe’s acclaimed restaurant and nightlife brands. The resort was designed by Gensler Architects in collaboration with internationally acclaimed designer Philippe Starck.

**ABOUT FRED SEGAL®**

Founded in 1961, Fred Segal is rooted in Hollywood culture and has long been known for discovering and launching many now-famous beauty and apparel brands. From its early days as the pioneer of designer jeans to its current status as an industry innovator, Fred Segal originated experiential retail with its mix of highly curated merchandise and the best in dining and lifestyle offerings. With locations in Los Angeles, Las Vegas and, soon, Japan, Fred Segal is synonymous with LA style and casual chic, attracting celebrities and locals alike.

Fred Segal is owned by SANDOW® ([sandow.com](http://www.sandow.com/)), which builds brands driven by innovation and design, along with equity investor Evolution Media Partners (Evolution), a joint venture between Evolution Media Capital (EMC), an entertainment, media and sports merchant bank formed in partnership with Creative Artists Agency (CAA); TPG Growth, the middle market and growth equity investment platform of global investment firm TPG; and Participant Media. Contact Fred Segal’s New York headquarters at 212.842.2042.

**ABOUT SLS LAS VEGAS**

SLS Las Vegas is an all-encompassing resort and casino with more than 1,600 guest rooms and suites in three distinctive towers, 80,000 square feet of flexible meeting space and a collection of sbe’s acclaimed restaurant and nightlife brands. Opening Aug. 23, SLS Las Vegas provides an approachable experience featuring multiple unparalleled nightlife offerings including Hollywood favorite, The Sayers Club, the edgy and sophisticated nightclub, Foxtail and mega-club, LiFE. Additionally, SLS Las Vegas offers an impressive selection of dining concepts including Bazaar Meat by José Andrés; Katsuya by Starck; Cleo; Umami Burger, Beer Garden & Sports Book; Ku Noodle; 800 Degrees Neapolitan Pizzeria; The Griddle Cafe; The SLS Buffet and The Perq. The property also hosts a 10,000-square-foot Fred Segal retail experience, the intimate and luxurious Ciel Spa and a sports book operated by global gaming leader, William Hill. For more information about SLS Las Vegas, please visit [slsvegas.com](http://www.slsvegas.com/) and stay connected on [Facebook](https://www.facebook.com/SLSLasVegas), [Twitter](https://twitter.com/SLSLasVegas), and [Instagram](http://instagram.com/slslasvegas).

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