

**MIKIMOTO'S NEWEST LUXURY BOUTIQUE OPENS AT  
CRYSTALS™ AT CITYCENTER, LAS VEGAS**

*Boutique's Theme "Deep Blue Sea" Combines Japanese Culture with Allure of Ocean*

New York, NY – Mikimoto, The Originator of Cultured Pearls since 1893, announces the opening of their newest boutique in Crystals™ at CityCenter, Las Vegas on December 3, 2009.

The theme of the Las Vegas store, "Deep Blue Sea", has been the inspiration for the design of other existing Mikimoto stores and will be the concept for future retail locations. This new store also heralds a new energy efficient direction in lighting design for Mikimoto. Reflecting the elegance of Mikimoto against the backdrop of the dramatic design of Crystals™, the "Deep Blue Sea" of the new store honors beauty and harmony, the cornerstones of both Japanese culture and the Mikimoto brand, as well as pays homage to the ocean, the birthplace of pearls.

"Crystals™ is a world class shopping destination in a legendary city, and Mikimoto is proud to be opening here. The 'Deep Blue Sea' design, along with the material choices, lighting and store layout, showcases the elegance and sophistication of the Mikimoto brand," explains Mitsuhiro Mitsui, Chief Executive Officer of Mikimoto America.

Mikimoto selected Gensler, the Las Vegas-based executive architect on CityCenter, to serve as the architect of record and trusted partner for the new Las Vegas store. Using their depth of resources, local knowledge and design excellence, along with excellent design documentation, construction administration and project oversight, Gensler ensured that Mikimoto's original "Deep Blue Sea" vision was expertly executed.

Mikimoto's 16-foot-high glass aquarium-like storefront, shrouded in the elegant darkness of ebony-colored stone, is the first introduction to the "Deep Blue Sea". Floating glass display stands called "mermaid torsos" showcase Mikimoto pearls in front of the soft, blue-lighted silk drapery representing the sea, the first time this material is used in any Mikimoto store. Inside the 1,870-square-foot space, nearly 300 mother-of-pearl chandeliers hang from the center of the ceiling like stars falling into the ocean. The backdrop of the store is a natural-

colored Travertino Romano travertine that reflects light similar to a Japanese coral reef. The private viewing room resembles a Japanese lantern and is illuminated in the corner of the store like a pocket on the ocean floor.

Mikimoto strictly adhered to the sustainable efforts required by CityCenter and its Leadership in Energy and Environmental Design (LEED) Gold Certification. Unused construction materials were recycled and sorted offsite and all paints and glues used onsite met the Volatile Organic Compounds (VOC) limits established by CityCenter. Moreover, the store's metal studs have recycled content, all showroom carpet is 80% wool (a rapidly renewable material) and the translucent glass storefront maximizes natural light during the day.

Lighting is integral to the display of Mikimoto jewelry, so one of the biggest challenges in this new store was creating an environmentally-sound lighting system to both maximize the beauty of the jewelry, as well as meet the energy consumption requirements of CityCenter. Extensive studies and mock-ups of lighting were conducted jointly by Focus Lighting and Gensler to test different types of light color, temperatures, intensity and energy consumption. LED and metal halide lighting were eventually selected as this new technology evokes the desired sparkle from the jewelry as well as meets the low energy consumption goals.

“When creating this new boutique, it was important that we used renewable materials and environmentally responsible technology. Mikimoto is committed to protecting the environment, especially since we rely so heavily on nature to produce our beautiful pearls year after year,” adds Mr. Mitsui.

Mikimoto's modern design, ebony façade and rectilinear shape provide a wonderful contrast to the stark white, angular walls of the 500,000-square-foot Crystals™. The dramatic entrance of the store invites customers to explore the “Deep Blue Sea” that is Mikimoto Las Vegas to discover the world's finest cultured pearl jewelry. The design team carefully combined the intrigue of the sea with the allure of this beautiful new shopping mecca to create a unique space worth of showcasing one of nature's finest gifts: the pearl.

Mikimoto Las Vegas is located in Crystals™ at CityCenter at 3720 South Las Vegas Boulevard, on the SW Ground Level in Space 145. For more information, contact 888.701.2323 or visit [www.mikimotoamerica.com](http://www.mikimotoamerica.com).

**About Mikimoto:**

Mikimoto, The Originator of Cultured Pearls since 1893, has forged a proud legacy of unique design and is internationally respected and revered for its dedication to beauty and quality. Offering the world's finest selection of cultured pearl jewelry, the Mikimoto name is synonymous with unparalleled expertise and service at every stage.

In 1893, Kokichi Mikimoto successfully created the world's first cultured pearl, launching today's cultured pearl industry and making cultured pearls available to women all over the world. For 116 years, Mikimoto jewelry has possessed a timeless quality, a perfect balance of tradition and innovation, always appropriate, always in style. Absolute attention to every detail results in jewels admired around the world, for generations past and generations to come.

For more information and store locations please visit [www.mikimotoamerica.com](http://www.mikimotoamerica.com), or become a fan on Facebook.

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