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Contact:  
**Travel Costa Mesa**  
Bobby Navarro, Director of Media and  
Community Relations  
[bnavarro@travelcostamesa.com](mailto:bnavarro@travelcostamesa.com)

**LARGEST SHOPPING CENTER ON THE WEST COAST PRESENTS “REINVENTED” FOOD HALL  
AND FINE JEWELRY FACELIFT IN COSTA MESA**

Costa Mesa’s South Coast Plaza, a luxury international shopping destination, welcomes Collage Culinary Experience and celebrates a newly renovated fine jewelry, beauty and accessories floor inside Bloomingdale’s.



**September 23, 2021, COSTA MESA, Calif.** – Costa Mesa is home to South Coast Plaza, the largest shopping center on the West Coast, and fourth-largest in the United States. The uniquely curated designer shops and restaurants by this center continue to be a driving force for travelers both regionally and internationally. These offerings continue to expand as Bloomingdale’s South Coast Plaza makes new waves in culinary and in fashion with mesmerizing new offerings in both categories. As [Travel Costa Mesa](#) continues to promote Costa Mesa as an [Eatcation®](#) destination, these one-of-a-kind offerings contribute to the unique fabric of the city.

“We’re so excited to welcome the Collage experience to our city,” said Paulette Lombardi-Fries, President of Travel Costa Mesa. “Along with our performing arts center, a free art walk with audio tour, incredible local and designer shopping centers and wide-open parks, Costa Mesa is the hottest destination to visit this fall in Southern California.”

**COLLAGE CULINARY EXPERIENCE**

Located exclusively at Bloomingdale’s South Coast Plaza on the main floor, Collage Culinary Experience is an elevated, two-story global dining collective that offers the best of international and local cuisine in an artfully designed space. Collage features sit-down restaurants serving world-inspired plates, next-level fast casual establishments, and full-service bars pouring carefully crafted cocktails. Collage Culinary Experience’s 9+ includes

the U.S. debut of Paradise Dynasty, the internationally renowned Singapore eatery, along with Mah Jongs by Chef Mike, Le Shrimp Ramen, which are currently open, and will also include Egg LXIII, Mochinut, Cha Redefine, Bruxie, Churrino, PhoHolic and more in the coming months.

Morgan Zhang, the creative innovator and driving force behind bringing the concept of Collage to fruition, is excited to welcome guests to Collage at Bloomingdale's South Coast Plaza, saying "Get ready to enjoy an adventure of the senses with chef-driven menus and seasonal offerings for an upscale evolving dining experience. We plan to raise the bar in terms of cohesive, luxury design by creating synergy amongst the varying concepts, making Collage a one-stop shop for international cuisine." Collage can be found on social media [@collageculinaryexperience](#), and on the web at [collageexperience.com](#).

## WHAT'S NEW IN SHOPPING

On September 16<sup>th</sup>, Bloomingdale's announced the grand opening of its newly renovated Bloomingdale's South Coast Plaza store, unveiling the completely transformed second floor offering an exciting array of new brands across men's and women's shoes, accessories, fine jewelry, and beauty, including new luxury brand shops.

The new second floor of Bloomingdale's South Coast Plaza is a luxury destination, where customers can explore all-new designer boutiques from top brands like Balenciaga, Bottega Veneta, Saint Laurent and more, plus men's and women's shoes from Saint Laurent, Gucci, Valentino, Dior, and Jimmy Choo.

Steps away, in the cosmetics department, Bloomingdale's now offers some of the most obsessed-over beauty and fragrance brands including Jo Malone, Cartier, Bulgari, Aqua di Parma, Diptyque, Hermes, and Charlotte Tilbury, along with the first Gucci Beauty counter in on the West Coast. Shoppers will also discover new dedicated brand shops from Valentino Beauty, La Mer, Cle de Peau Beaute, and Clarins. And, customers can indulge in self-care experiences with dedicated spa services by La Prairie and La Mer, along with facial treatment services in the all-new spa treatment rooms.

Bloomingdale's South Coast Plaza has added even more sparkle to its fine jewelry offering with new brands like Hueb, Suzanne Kalan, Colette, and more. Plus, it now offers expanded selections and upgraded shops for favorites including Temple St. Clair, Gurhan, Marina B. and Roberto Demeglio. Fine jewelry shoppers can also enjoy two new semi-private viewing rooms for one-on-one sessions with their sales professional.

**LINK TO DOWNLOAD IMAGES [HERE](#) (PHOTO CREDIT: BENNY CHAN)**

## OPENING CELEBRATION

Bloomingdale's South Coast Plaza is celebrating the launch of its newly renovated second-floor style destination and the new Collage Culinary Experience with an event called *Eat, Play, Together*. In partnership with StyleCon, the event will take place on Saturday, October 2, from 11 a.m. – 2 p.m. and is open to the public. It will feature restaurant tastings, shopper gifting, glam experiences, music, entertainment and much more. To find out more and to register, [visit here](#).

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Located in the heart of Orange County in Southern California, with a population of approximately 113,000, Travel Costa Mesa was established in 1995 with the primary goal of promoting tourism to the city and to fund programs and activities that benefit the hotel and motel businesses within the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit [www.travelcostamesa.com](#) or follow [@travelcostamesa](#) on Facebook, Instagram and Twitter. Travel Costa Mesa is a 501(c)(6).