



MIRACLE MILE

Downtown Coral Gables

www.shopcoralgables.com

Press Kit 2010



cherylandrews

MARKETING COMMUNICATIONS

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Destination Backgrounder

Website www.shopcoralgables.com

Background Downtown Coral Gables is a vibrant pedestrian-friendly neighborhood infused with a chic European feel. Decorated with tree-lined streets and Mediterranean architecture, the historic area boasts some of Miami's finest boutiques, acclaimed restaurants, respected art galleries and lively entertainment venues. With more than 200 retailers including 70 restaurants, Downtown Coral Gables is a sophisticated destination to shop, live, play and work. It's Miami's charming gem that locals like to keep a secret and visitors love to find.

History The city of Coral Gables was the brainchild of George Merrick who came to South Florida from Massachusetts in 1889 when his father invested the family's savings in grapefruit groves. In the early 1920s, Merrick began his dream of developing a master planned community built to showcase Mediterranean-style architecture and the area's natural beauty while providing every amenity possible to residents and businesses. The city of Coral Gables was incorporated in 1925 and flourished until the great Miami hurricane of 1926. After World War II, the area was revitalized. While Downtown Coral Gables continues to grow, the past is still an important part of the community. A strict preservation ordinance protects historic buildings, and many new developments have been designed in the city's signature Mediterranean style.

Location Downtown Coral Gables is located less than five miles from Miami International Airport and is just 15-20 minutes by car from Downtown Miami and Miami Beach.

Events Downtown Coral Gables hosts several community events throughout the year including:

- *Sidewalk Sale* – Coral Gables merchants take to the streets with amazing sales during Carnival on the Mile, a three-day art and music festival held in March
- *Restaurant Week* – Foodies can experience Downtown Coral Gables' culinary scene for less with specially priced, prix fixe menus the first two weeks of June
- *Halloween on the Mile* – A family-friendly celebration that features trick or treating at area stores, costume contests, goodie bags and more
- *Holiday Celebration* – Celebrate the holidays Miami-style with entertainment, tree lighting and more

Transit Coral Gables is designed for pedestrians but tired feet can sit back and enjoy a free ride on the Coral Gables Trolley. The trolley, which debuted in 2003, runs along Ponce



de Leon Boulevard Monday through Thursday from 6:30 a.m. to 8 p.m. and on Fridays from 6:30 a.m. to 10 p.m.

Parking

Downtown Coral Gables offers multiple parking garages and a convenient Centralized Valet program allowing shoppers, diners and theater-goers to drop their car at any one of four stations along Miracle Mile and then retrieve it from the station of their choice.





Fashion

Downtown Coral Gables offers a refined selection of unique boutiques and specialty stores in a quaint, pedestrian-friendly neighborhood. From the latest in designer trends to fine jewelry, accessories and upscale menswear, Downtown Coral Gables has it all.

Dulce is an exclusive, customer-based boutique filled with a variety of beautiful, sexy and original footwear for women. Dulce's shoe selection features unrivaled craftsmanship as well innovative, daring designs. Brands include Dsquared2, Givenchy, Siergerson Morrison, Casadei and Mystque. An assortment of handbags, jewelry, sunglasses and other accessories will soon be offered.

286 Miracle Mile / 305-401-0556

Hip.e Boutique combines high fashion with a relaxed atmosphere to create a funky vibe featuring designers such as Tracy Reese, Vera Wang and Paige Premium Denim.

359 Miracle Mile / 305-445-3693 / www.hip-e-boutique.com

Habit is a hip boutique full of contemporary women's clothing and accessories, with brands such as Hanky Panky and Sergio Zelcer, as well as great local designers.

256 Andalusia Avenue / 786-294-0825

Montica Jewelry has established itself as one of the premier luxury retailers on Miracle Mile. With more than 24 years of in the business and a sleek New York-style showroom, Montica specializes in diamond trends and offers the best styles and designs in fashion forward fine jewelry.

75 Miracle Mile / 305-446-2957 / www.montica.com

Guayaberas Etc. specializes in the tropical chic fashion statement that radiates the ultimate Miami lifestyle - the guayabera.

270 Miracle Mile / 305-441-9891 / www.guayaberashirt.com

Curves N' Waves is an established boutique that carries designers such as Frankie B, Antik Denim, Theory, and Vivian Tam as well as exquisite designer swimwear from brands including Salinas, Vix, and Beach Bunny.

275 Miracle Mile / 305-442-1430 / www.curvesnwaves.com

For a complete list of stores, please visit www.shopcoralgables.com.





Dining & Nightlife

Home to more than 70 restaurants, including 19 Zagat rated eateries, Downtown Coral Gables is known for its eclectic and international blend of dining choices. From outdoor cafes to fine cuisine and celebrity chef driven kitchens, the culinary scene in Downtown Coral Gables offers something to please every palate. No visit to Coral Gables is complete without stopping for a bite or a cocktail at one of these well-known establishments.

Ortanique on the Mile - Renowned chef and owner Cindy Hutson creates her award-winning "cuisine of the sun" at this celebrated eatery, creatively fusing Caribbean, Latin and Asian flavors into unforgettably unique dishes. Celebrating 10 years on the Mile in 2009, Ortanique is a favorite spot for locals and visitors to the area.

278 Miracle Mile / 305-446-7710 / www.cindyhutsoncuisine.com

Randazzo's Little Italy - Former boxer Marc Randazzo's eatery is the place to be for home-style Italian dishes, heaping portions and a lively atmosphere. Guests can enjoy oversized meatballs and Italian-American memorabilia while listening to "That's Amore."

375 Miracle Mile / 305-448-7002

Por Fin Restaurant & Lounge - This chic contemporary restaurant revisits the Mediterranean in an upscale two-story locale. Michelin-starred executive chef Marc Vidal has created a tantalizing world of Spanish and Mediterranean cuisine with hints of Italian and French influence.

2500 Ponce de Leon Blvd / 305-441-0107 / www.porfinrestaurant.com

Charlotte Bistro is the newest French restaurant on Miracle Mile owned by Venezuelan-born chef Elida Villarreal. Prior to opening Charlotte Bistro, Elida, a former Miss Universe, mastered her French fusion craft as an apprentice in the kitchen of three-Michelin-star chef Michel Bras in Lyon. The restaurant has a charming, eclectic décor with mismatched chairs, kitschy decorations and a dainty tearoom appeal while serving gourmet fare for lunch and dinner.

246 Miracle Mile / 305-443-3003 / www.charlotte-bistro.com

DaVittorio Restaurant & Lounge - Opened in December 2008 by jet-setting socialite Fabian Basabe, this traditional Roman eatery is named for his family's personal chef Vittorio Lozzi. Its simple, chic décor and classic specialties prepared exclusively with organic ingredients imported from Italy make Da Vittorio a standout.

270 Giralda Ave. / (305)445-8783 www.davittoriorestaurant.com

(more)



Le Provencal – Indulge in authentic French cuisine at this charming restaurant.

266 Miracle Mile / (305)448-984 www.leprovencalrestaurant.com

Caffe Abbracci – Since 1989, owner Nino Perneti has offered Italian charm and gourmet fare in Coral Gables to both locals and celebrities including the likes of Don King, Rudy Giuliani and Oprah Winfrey. Caffe Abbracci is celebrating their 20th year in Downtown Coral Gables with a new lighter menu incorporating organic ingredients.

319 Aragon Avenue / (305) 441-0700 www.caffeabbracci.com

Steakhouses – Downtown Coral Gables is home to several of the country's best-known steakhouse brands including **Fleming's Prime Steakhouse & Wine Bar**, **Morton's The Steakhouse**, **Ruth's Chris Steakhouse** and **Houston's**.

Tarpon Bend Raw Bar & Grill - A sleek yet casual spot for after-work drinks, Tarpon Bend is a hang out guaranteed to deliver a great atmosphere, delicious food and top service. Lunch and dinner menus feature the freshest catches and raw bar favorites, and the weekday happy hour with two-for-one drink specials is a local favorite.

65 Miracle Mile / 305-444-3210 / www.tarponbend.com

John Martin's Irish Pub & Restaurant - An authentic Irish pub with a full-service bar, food and drink specials and live music Friday-Sunday, John Martin's is always the center of attention in the heart of Miracle Mile. Every St. Patrick's Day, John Martin's brings the luck o' the Irish to the Gables with a festive street party.

253 Miracle Mile / 305-445-3777 / www.johnmartins.com

Red Koi Thai & Sushi Lounge - Red Koi brings a swank lounge scene and an extensive Asian fusion menu to the mile.

317 Miracle Mile / 305-446-2690 / www.redkoilounge.com

Fritz and Franz Bierhaus - This outdoor Biergarten is the place to be at this fun Austrian-German restaurant that features televised sports from around the world, live music and special events like Oktoberfest and Bluesfest.

60 Merrick Way / 305-774-1883 / www.bierhaus.cc

The Bar - With more than 48 bottled beers, 10 beers on tap, a daily happy hour and live music, The Bar has been serving as Coral Gables' ultimate neighborhood watering hole since 1946.

172 Giralda Avenue / 305-442-2730 / www.gablesthebar.com

For a complete list of restaurants, please visit www.shopcoralgables.com.





Arts & Culture

Downtown Coral Gables is home to a variety of galleries and venues that whet the cultural palate. From perusing contemporary Latin American paintings to learning more about the fine art of wine, Downtown Coral Gables radiates a refined atmosphere.

The Americas Collection has dedicated its efforts to the proliferation of contemporary Latin American art for the past 16 years. The principle that the dynamic of a good contemporary gallery should be to provide the most well-rounded assortment of renowned masters and emerging talents has made The Americas Collection an exciting and eclectic organization.

214 Andalusia Avenue / 305-461-3973 / www.americascollection.com

Actors' Playhouse at the Miracle Theatre is a historic movie house converted into Coral Gables' very own three-stage performing arts complex managed and maintained by Actors' Playhouse Productions. The award-winning professional theater produces productions for adults and children.

280 Miracle Mile / 305-444-9293 / www.actorsplayhouse.org

Books & Books, founded by Mitchell Kaplan in 1982, has become one of the most well-respected independent bookstores in the country. The store regularly hosts critically acclaimed as well as up-and-coming local, national and international writers as part of its award-winning reading series. Books & Books also features a courtyard café serving gourmet soups, salads, sandwiches and vegetarian dishes.

265 Aragon Avenue / 305-442-4408 / www.booksandbooks.com

Wolfe's Wine Shoppe is the ultimate destination for wine lovers. Wolfe's boasts one of the finest wine selections in Miami, showcasing wines from small family growers. The store's regular in-store tastings and events allow guests to learn more about the fine art of wine in a social atmosphere.

124 Miracle Mile / 305-445-4567 / www.wolfeswines.com

For a complete list of cultural venues and events, please visit www.shopcoralgables.com.





Bridal

Downtown Coral Gables' "Bridal Row" is a renowned destination with more than 20 bridal boutiques for brides-to-be offering the best selection of gowns, invitations, cake designs, rings and accessories in one walkable area. Brides-to-be can make a day, or even a weekend of it, and plan their big day to the smallest detail at a selection of superb bridal stores.

For more than 33 years, **Daisy Tarsi** has designed innovative gowns and dresses incorporating the finest fabrics, trims, flowers, and hand embroideries in unique creations.

311 Miracle Mile / 305-854-5557 / www.daisytarsi.com

J. del Olmo Bridal Gallery, a father and daughter owned business, specializes in ready-to-wear formalwear and custom couture as well as European gowns, fabrics and bridal accessories.

323 Miracle Mile / 305-448-3599 / www.jdelolmobridal.com

One of the country's most well-known upscale bridal salons, **Priscilla of Boston** offers an extensive selection of exclusive styles each season that can be customized to suit every bride's preference and individual style.

340 Miracle Mile / www.priscillaofboston.com

From sophisticated and elegant to unique and creative, brides-to-be will find South Florida's largest and finest selection of invitations, favors and bridal accessories at **Affairs by Claudia**.

68 Miracle Mile / 305-444-4601 / www.affairsbyclaudia.com

Elegant party favors, invitations and gifts are the featured items at **Martial Champs-Elysees** European-style boutique.

333 Miracle Mile / 305-444-5055 / www.martialmiami.com

For more than 25 years, **Edda's Cake Designs** has excelled in creating distinctive custom-designed cakes using the finest ingredients.

246 Giralda Ave. / 305-445-4600 / www.eddascakedesigns.com

For a complete list of stores, please visit www.shopcoralgables.com

