



Contacts: Elaine Cali, 714/765-8853
ecali@anaheimoc.org

Juan Flores, 714/765-8854
jflores@anaheimoc.org

Endless Shopping Possibilities in Orange County

High fashion meets SoCal's laidback style in Orange County, home to an unparalleled collection of nearly 1,000 retailers. Visitors can find all the latest trends and next season's hits now at a variety of hip locations, such as the Ultimate Shopping Experience™, unique downtown boutiques, an "anti-mall" and expansive open-air shopping promenades.

Coming in Spring 2008, Anaheim's highly anticipated Anaheim GardenWalk will feature retailers, such as Aveda, Defy Board Shop, Harley Davidson, OC Gift, Red Apparel, Retrospect, Skechers and XP Apparel. The unique outdoor shopping and dining experience will be set amidst beautifully manicured garden walkways, and the first phase, including popular restaurants is scheduled to open in November 2007.

Two of OC's most popular shopping destinations are celebrating 40 years of retail history in 2007. Fashion Island has something for every fashion sense: smart and stylish, fun and sporty, or quirky and unique. South Coast Plaza, offers more high-end designers than Rodeo Drive.

Locals recommend a coastal shopping spree down scenic Pacific Coast Highway. The beach cities' downtowns are filled with kitschy souvenir shopping, art galleries, consignment finds and surfwear galore. Along the way, Corona del Mar Plaza and Crystal Cove Promenade feature classic OC stores, one-of-a-kind boutiques and mouth-watering restaurants.

Visitors traveling with their family can head to *Downtown Disney*® District, Irvine Spectrum Center or The Block at Orange. These locations mix shopping with entertainment, from sports bars and skate parks to movie theaters, live music and family fun – plenty of distractions for those who are less than enthused by the endless shopping.

Located near South Coast Plaza, The LAB and The CAMP provide a completely different retail experience. These locations are popular with OC insiders for Bohemian chic style, active wear and a fashion-forward look. If mainstream classics are the perfect fit, The Market Place and Westfield Shoppingtown MainPlace are ideal.

Shoppers will find great gift options from the *real* OC, such as original artwork, that OC t-shirt, SoCal-inspired home décor, and of course, surfwear by locally-based moguls, including Billabong, Hurley, Pacific Sunwear, Quiksilver and Roxy. Orange County is considered the headquarters of the multi-million dollar surfwear industry and home to several of fashion's edgier up-and-comers, such as Oakley, Paul Frank, Rvca, and Trovata – named 2006 Best Emerging Talent in menswear by the Council of Fashion Designers of America.

There are also plenty of nearby outlets for great deals on designer brands and top retailers' collections, and local swap meets, art festivals and farmers markets offer even more local flair and a variety of arts and crafts.