

## **What's New in Newport Beach - July 2014**

### **CUCINA ENOTECA AT FASHION ISLAND IN NEWPORT BEACH TO OPEN AUGUST 2014**

As a recognized leader in Southern California's culinary landscape, proprietor and restaurateur Tracy Borkum announces a major addition to her nationally acclaimed Urban Kitchen Group with CUCINA enoteca at Fashion Island. Following the wildly successful launch of CUCINA enoteca in Irvine Spectrum Center in December 2011, the new 8,300 square foot, single-standing location will be situated across from Nordstrom, and is set to open doors in August 2014. Keeping in line with the signature CUCINA experience, the modern Italian kitchen-meets-rustic farmhouse concept will also present guests with the same unique and highly curated "restaurant to retail" environment found in their existing locations, offering diners nearly everything for sale within the new location, including the customized furniture, lighting and decor. CUCINA enoteca Fashion Island will also feature a dedicated wine shop where guests can purchase hand-selected wines of the Americas and Mediterranean at retail price, either to enjoy with their meal or take to go.

### **FUN ZONE GETS MORE FUN!**

Balboa Village, Home of the Fun Zone has a new ride open for kids. The GyroXtreme is a sit down, hydraulic powered, human gyroscope amusement ride. The motion of both rings spinning on the ride enables the rider to experience the feel of weightlessness as if they were in outer space. The ride is based on a gyroscope astronaut's use for training at NASA. The 360-degree movement allows the rider to see the boardwalk and Newport Harbor from every angle! Ride is now open!

### **clubDETOX OPENS REVOLUTIONARY HEALTH AND WELLNESS PROGRAM AT BAYSIDE CENTER IN NEWPORT BEACH**

clubDetox, the revolutionary and most comprehensive detox program in Southern California, opens its second Orange County location at Bayside Center in Newport Beach this summer.

Specializing in infrared sauna, juice detox, alkaline living water, weight loss and food and nutrition, clubDetox is a health and wellness center

designed to tap into the metabolic rhythm of the organic living body to remove paralyzing toxic accumulation that helps to reboot and reset the entire system. clubDetox will be located at Bayside Center, 1040 Bayside Drive, Newport Beach. For more information on clubDetox's comprehensive detox programs, visit [www.clubdetoxoc.com](http://www.clubdetoxoc.com).

### **TRADITIONAL JEWELERS AT FASHION ISLAND TO UNVEIL BRAND NEW SPACE AND LOCATION WITH EXCLUSIVE SHOP-IN-SHOPS**

After 35 years as Orange County's preeminent purveyor of fine jewelry, Traditional Jewelers will debut its brand new look and location this summer. The new Traditional Jewelers will more than double its current size to more than 10,000 square-feet and will be the ultimate luxury jewelry shopping experience. Four new shop-in-shops will feature some of the world's most prestigious brands, including: Rolex, Patek Philippe, Cartier and Officine Panerai. The new salon will also now include exquisite jewelry from the famed Fred Leighton estate collection, celebrated for its extraordinary gems from the greatest periods in jewelry history.

### **PRESSED JUICERY TO OPEN THEIR FIRST ORANGE COUNTY LOCATIONS IN FALL 2014**

Pressed Juicery, the California-based juice and lifestyle company known for its signature cold-pressed juices, industry leadership, and innovation, will open their first Orange County stores in two of Newport Beach's premier shopping destinations – Fashion Island and Westcliff Plaza – in Fall 2014. Founded in 2010 by Hayden Slater, Carly de Castro, and Hedi Gores, Pressed Juicery's newest locations in Orange County will add to the company's 20 stores throughout California. The two Newport Beach stores will also serve "Freeze," an inventive new frozen treat product made 100% of fruits, vegetables, and nuts, which recently debuted at the Palo Alto store in June 2014. Set to open Fall 2014.

### **NESPRESSO OPENING FIRST ORANGE COUNTY RETAIL BOUTIQUE AT FASHION ISLAND**

Luxury coffee brand *Nespresso* is set to open a retail location at Fashion Island this fall. This will be Orange County's first standalone *Nespresso* Boutique, as part of the brand's continued growth and success.

The 1,900-square-foot boutique will serve as a way for customers to experience and explore Nespresso and shoppers will be able to try the high-quality Grand Cru coffees from *Nespresso's OriginalLine* and *VertuoLine* systems. Nespresso machines, Grand Cru coffee capsules and accessories will also be available for purchase. For over 25 years, Nespresso has redefined the way millions of people enjoy their espresso coffee and has grown into one of the most recognized brands in the world of coffee. Nespresso's success is built on the highest quality Grand Cru coffees sourced from 1 to 2% of the world's top coffee beans, smart and innovative machines and personalized customer service.

Nespresso will be located in the Eastside building, adjacent to Macy's.

For more information, visit [www.nespresso.com](http://www.nespresso.com) or [shopfashionisland.com](http://shopfashionisland.com)