

Haute Plates

SAN DIEGO's dining scene puts a new twist on artisanal cuisine

ON TREND

SoCo adds seven new stores to its one-of-a-kind collection

DOWN to EARTH

Fashions that embrace sustainability

GREAT ESCAPE

A life-changing journey into the wild terrain of Africa

Nature's Finest

THE LATEST TRENDS BRING COMFORT AND ELEGANCE INTO SUMMER STYLE

SUMMER 2013

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New Seven to Hit SoCo

Trendy SoCo adds seven new contenders to its unconventional collection.

IN THE OFTEN OVER GLAMORIZED AND LESS

free-form land of Orange County, it's good to have a place like SoCo—earthy, quirky, untried, yet high-end. It's a bit of a spiritual retail cleanse, a community retreat, and the progressive collection of boutiques, eateries, and design showrooms keeps getting more interesting.

"We're all about fresh ideas and an alternative retail experience you can't find elsewhere in Orange County," said Scott Burnham, Chairman of the Board/CEO of Burnham USA, which owns the South Coast Collection property.

The latest lot to join the SoCo shopping center includes the designers of Brown Jordan, the style-philes of Lili Claspe and Wardrobe LTD, plus the foodie folk at ARC, Taco Maria, Greenleaf, and Birdie Juice. These seven diverse retailers add further energy to the on-trend offerings at the center, located just off the 405 Freeway near the South Coast District.

SouthCoastCollection.com

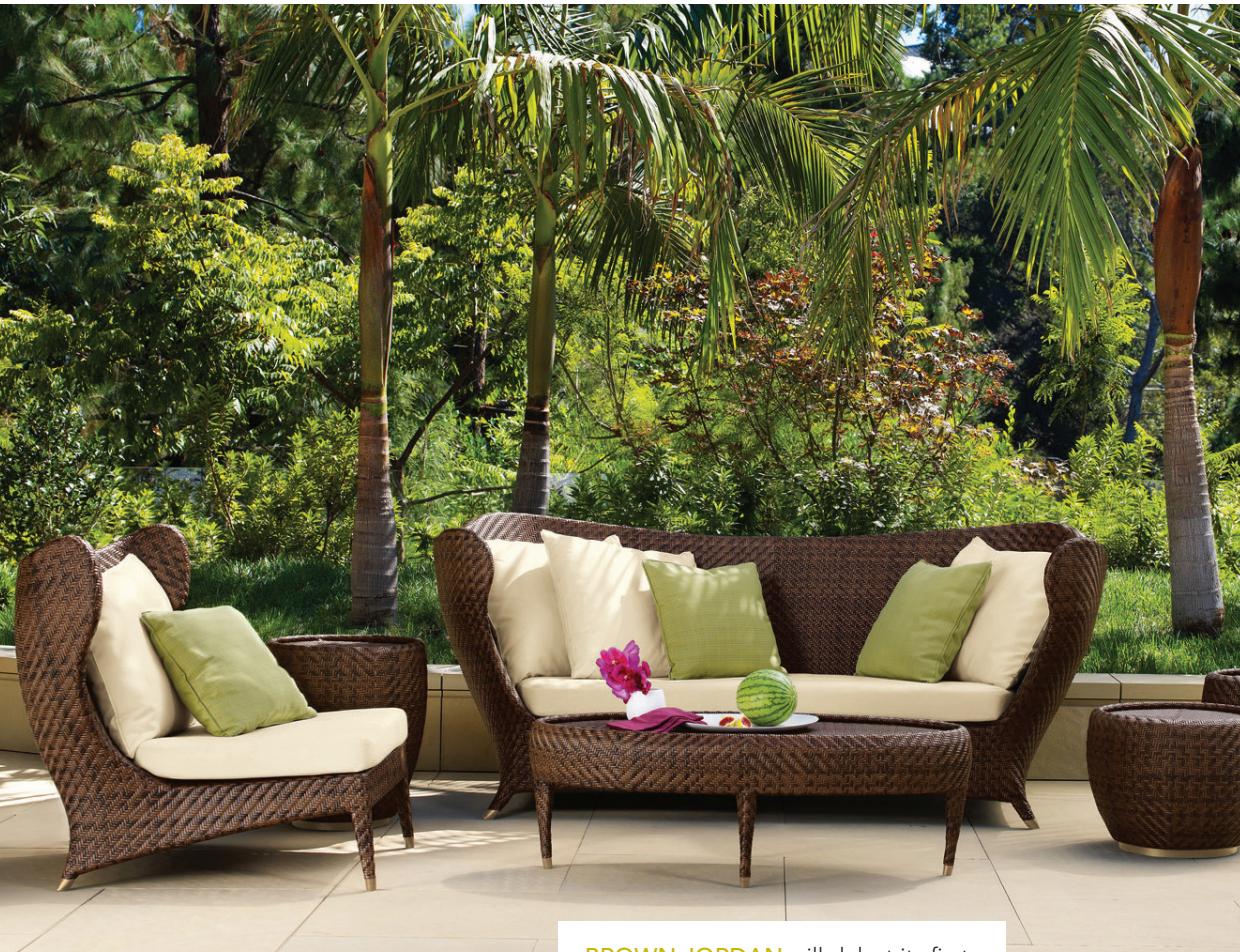


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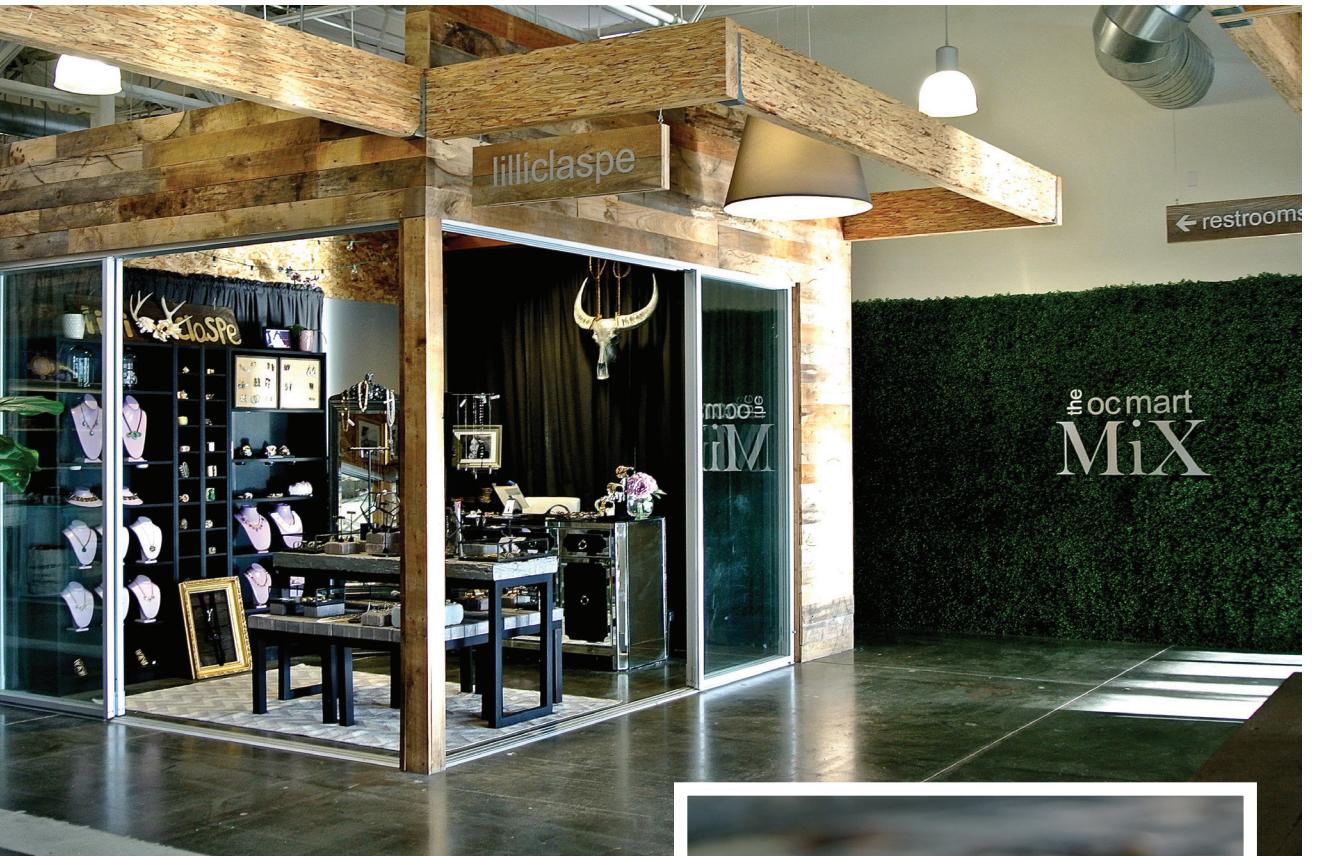
BROWN JORDAN will debut its first retail showroom in the United States at SoCo. "We're very excited, as they will cater to the trade and the public, and it will be roughly three times the size of anything they've done in the past—about 15,000 square feet," said Burnham. BrownJordan.com

2

WARDROBE LTD is a luxury consignment boutique that offers premier labels at significant discounts. Brands such as Chanel, Hermès, and Louis Vuitton are all in their fashion arsenal. At about 200 square feet, Wardrobe LTD is more like a personally curated closet than a retail store. The products are new or only slightly used. Wardrobe-ltd.com

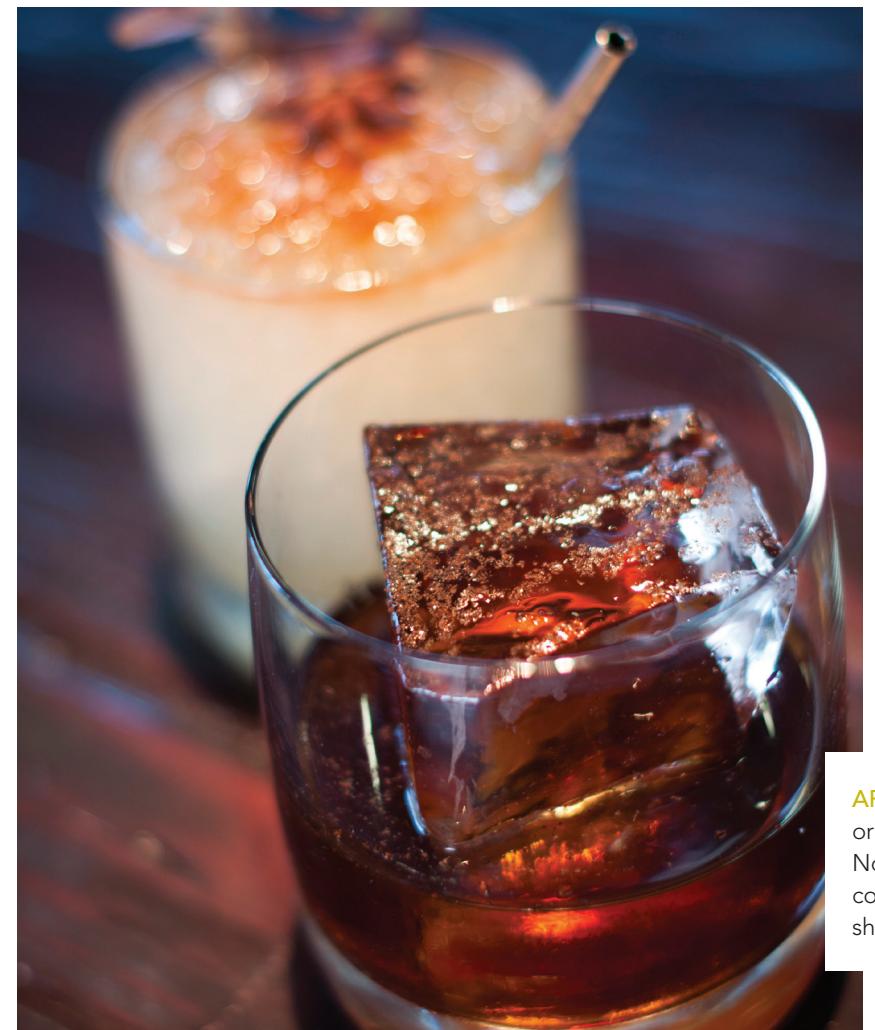


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3

LILI CLASPE reflects fresh fashion in jewelry. The accessories are made from reclaimed vintage or handmade pieces and unique minerals or gemstones. Each design is either one of a kind or available in limited quantities. This is their first store in Orange County. LiliClaspe.com



4



ARC Everything is cooked on a woodfire grill or oven with no electricity at this eatery. Chef Noah Blom's American eatery focuses on cooking hearty, rustic, oven-to-table food for sharing. ArcRestaurant.com



5

TACO MARIA Chef Carlos Salgado, from San Francisco, indulges Orange County with Mexican food that has a sophisticated twist. It is currently located in the courtyard of The OC Mart Mix. TacoMaria.com



6

BIRDIE BOWL AND JUICERY is the newest line of fresh juiceries in Orange County. They serve 100% cold pressed organic juices, nut mylks, and acai bowls from locally grown fruits, vegetables, and herbs. BirdieJuicery.com



7

GREENLEAF GOURMET salad addicts can now get their fix of Greenleaf at SoCo, in addition to their 17th St. location in Costa Mesa. "We are opening at SoCo because it's a hub of creative, forward-thinking artisans who have similarities regarding sustainability, creativity and healthy living," said Jonathan Rollo, owner of Greenleaf Gourmet Chopshop. GreenLeafChopshop.com