



ROYAL HAWAIIAN
SHOPPING CENTER

NEWS RELEASE

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ALLURE SWIMS IN LUXURY AT ROYAL HAWAIIAN SHOPPING CENTER
Swimwear Boutique Re-Opens its Doors on Kalākaua Avenue

Waikīkī – Royal Hawaiian Shopping Center is proud to announce the re-opening of Allure, a swimwear specialty store known for its exclusive designs and unmatched selection of style and sizes for women. The 851-square-foot boutique recently opened its new location's doors at Royal Hawaiian Shopping Center on the ground level of Building C, just off The Royal Grove. With these trendy and classic swimwear pieces from today's hottest designers and brands, visitors can find their perfect swimsuit at Allure all year round.

"Allure has been with Royal Hawaiian Shopping Center for 15 years and we are proud to house this popular, elite swimwear boutique," said Marleen Akau, general manager for the Center.

"Allure offers more than 100 of the world's best swimwear and resort labels. Its presence furthers the Center's mission to be a world-class shopping destination."

Allure was formerly a combined swimwear and lingerie store before opening its own lingerie boutique, Princesse Tam-Tam, which is also located at the Center. This swimwear boutique showcases and presents its collections in an atmosphere reflecting its unique Hawaiian sense of place within the Center and Waikīkī. Allure swimwear's modern and sophisticated, yet warm and inviting shop includes lū'au inspired mosaic tiles, wall coverings and sculptures emblematic of the shimmering sands of Waikīkī Beach.

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Allure houses the latest in swim fashion from the top European couture designers such as La Perla and Christian Lacroix. Also represented are top designer lines such as DKNY, Michael Kors, Juicy Couture, Letarte, Liz Claiborne and Tommy Bahama. The latest on the swimwear runway is the sexy Brazilian cut, which Allure features with Italian designer, Miss Bikini, and Brazilian designer, Salinas. Allure also offers the leaders in active attire and surf wear such as Billabong, O'Neill, and Hula-la.

Allure is open seven days a week from 10 a.m. to 10 p.m. For more information, please visit www.allure-hawaii.com or call (808) 922-3330.

Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. The unique four-level Center is undergoing a major multi-million dollar renovation that will transform the dynamics of Waikīkī by offering visitors and kama'āina the largest public gathering space for entertainment and culture. The makeover will restore a Hawaiian sense of place to the physical and operational environments of the Center to host a dynamic mix of 110 world-class retailers, dining and entertainment venues. Completion is slated for the first quarter of 2008. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit www.RoyalHawaiianShoppingCenter.com.

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