



ROYAL HAWAIIAN  
SHOPPING CENTER

**NEWS RELEASE**

FOR IMMEDIATE RELEASE

November 19, 2007

Contact: Melissa Malahoff-Kamei (808) 539-3435  
McNeil Wilson Communications  
mmalahoff@mcneilwilson.com

Brandi Halls 1-800-521-9622  
LUSH  
brandi@lush.com

**LUSH PUTS ITS BEAUTY MARK ON ROYAL HAWAIIAN SHOPPING CENTER**

*Handmade, Fragrant Cosmetics Offer Customers a LUSH Experience*

**Waikīkī** – Royal Hawaiian Shopping Center is proud to announce the grand re-opening of LUSH, the up-beat British brand of cosmetics known for its innovative approach to bath, body, skin care and hair care. LUSH returned to the Center on Wednesday, November 7 in its new location on the ground level of Building C, next to Allure. This 820 sq. ft. boutique will be the second Hawai'i location for the world-renowned brand.

“We are thrilled to be at the hub of excitement in Waikīkī at the Royal Hawaiian Shopping Center,” said Brandi Halls, spokeswoman for LUSH. “The success of our first Hawaiian store was overwhelming and confirmed the interest and demand for LUSH’s fresh and effective products both with locals and visitors to the island of Oahu.

LUSH provides fresh, handmade cosmetics for both men and women. The brand is also eco-friendly, producing effective beauty products with the least impact on the environment. LUSH products are 100 percent vegetarian, 74 percent vegan, 65 percent preservative-free, and 58 percent free of wasteful packaging with absolutely no animal testing being done on LUSH products or ingredients.

-more-



## LUSH Puts Its Beauty Mark On Royal Hawaiian Shopping Center

Page 2

“Our customers are looking for unique, high-quality products. LUSH is the perfect fit for our Center with its fresh, innovative bath and beauty items,” said Marleen Akau, general manager for Royal Hawaiian Shopping Center. “The return of LUSH in Building C brings a new level of products and services to our customers.”

LUSH’s fan base can be found in more than 480 locations worldwide including the United Kingdom, Australia and Japan. An ever-growing celebrity following includes Sarah Jessica Parker, Nicole Kidman, Halle Berry and Tyra Banks.

The fragrant boutique is open everyday from 10 a.m. to 10 p.m. For more information on LUSH, visit [www.lush.com](http://www.lush.com) or call (808) 923-5874.

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 first quarter 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](http://www.RoyalHawaiianShoppingCenter.com).

###