



## Planet Blue opens at the Point by Michael Hixon

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Planet Blue opened its first fashion boutique 20 years ago in Malibu. Since then, the company has expanded to 12 locations, including its most recent opening at The Point in El Segundo.

Planet Blue celebrates the California lifestyle with its clothing, according to David Lindell, vice president of retail. Lindell said the boutique sorts from more than 500 unique brands and sells its own designs called Blue Light, while offering everything from casual shorts to evening dresses.

“A lot of the brands are newer and up-and-coming brands so they are not going to be found at any other stores, or if they do carry one or two of the brands, they are not going to carry the range and selection that we have,” said Lindell at the store's grand opening party, a benefit for Sandpipers.

“We have a lot of brands that have a cultish following, that are sought after, but not every store carries them. It's becoming quite a destination for people who

want something that's diverse, but very much to a certain lifestyle ... the California beach lifestyle.”

Planet Blue is located at 840 S. Sepulveda Blvd., Suite B102, at The Point in El Segundo.

For more information, visit [shopplanetblue.com](http://shopplanetblue.com).

[http://tbrnews.com/news/business/planet-blue-opens-at-the-point/article\\_007b7f2a-9f7c-11e5-b835-8b419f25ea2e.html](http://tbrnews.com/news/business/planet-blue-opens-at-the-point/article_007b7f2a-9f7c-11e5-b835-8b419f25ea2e.html)