

EL SEGUNDO'S NEW LIFESTYLE CENTER CELEBRATES GRAND OPENING EVENT SHOWCASING 12 NEW BUSINESSES

The Point contributes new stores, restaurants, an outdoor plaza, and additional office space benefitting El Segundo's Economic Development Goals.

EL SEGUNDO, CALIFORNIA (August 11, 2015) – The opening of The Point, an \$80 million shopping and dining center made its debut last week with the inclusion of 12 new businesses. Labeled as the “South Bay’s Living Room,” the development extends across 115,000 square feet, housing a unique blend of boutique and corporate retailers, popular culinary experiences, a fitness studio, and a large outdoor plaza. The Point, honored with the City of El Segundo’s annual Champions of Business award, helped bring El Segundo to over 30% of its goal in attracting 100 businesses to the city by its centennial celebration in 2017.

Not only does The Point bring about a new lifestyle experience to El Segundo, the development also offers 25, 000 square feet of second story office space for business use. The new space for business is much needed in El Segundo—a city known for rapid economic growth and home to strong, reputable businesses. The additional office space at The Point will inspire even more opportunity for new companies in the area, and will further promote the financial growth of the city.

At The Point, great shopping and trendy eateries meets space for upcoming business, and in this way the plaza mirrors the soul of the city itself. El Segundo is only second to San Francisco in terms of Fortune 500 companies in California and therefore a magnet for new business while still offering the best in recreation and leisure, making The Point a perfect fit within its surroundings.

Additionally, The Point aims to create a space where the city can gather and celebrate the community—promising outdoor movie nights in the plaza and live music throughout the year. The development offers the community with a sense of closeness and serves as an embodiment of the spirit of the city, and the addition of 12 new businesses serves as an economic advancement as well.

Storefronts that will debut on a rolling basis through Fall contributing to the El Segundo new business initiative include: 20 Lounge Nail Bar, Hopdoddy Burger Bar, Kit and Ace, Madewell, Mendocino Farms, Peet’s Coffee & Tea, Planet Blue, Prana, San Lorenzo Bikinis, Simms Craft Shack, SIX:02, Smitten Ice Cream, [Sugarfina](#), Superba Food + Bread and more.

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