



**Limited Edition Experiences brings extraordinary fashion houses to the Miami Design District to present unique temporary stores, programming and events**

**Stores open November 30<sup>th</sup> concurrently with Design Miami/ and will remain open through the season**

**Wednesday, October 14, 2009** – Limited Edition Experiences, a program that brings together the world's most innovative fashion houses to create retail experiences of unique inventiveness will launch in the Miami Design District on November 30<sup>th</sup> for a limited time. The program will gather together some of the world's most sought-after designers, including Fendi; Proenza Schouler; Duncan Quinn; Jessica Trosman; Christian Dior Homme; L'Eclaireur; Stubbs and Wootton; Pharrell William's Billionaire Boys Club and Ice Cream; Katherine Fleming; Maia N.; Cynthia Rowley; Neon Monster; and others, to present limited edition merchandise as well as radically innovative programming and environments that reflect their creative viewpoints.

In addition, Gucci will launch the second installment of ICON-TEMPORARY, a flash sneaker store that will debut later this month in New York. For this unique retail experience, Gucci Creative Director Frida Giannini has collaborated with award-winning musical artist Mark Ronson on the design of a limited edition collection of Gucci Ronson sneakers. After Miami, Gucci ICON-TEMPORARY will move on to London and Tokyo.

A combination of individual free-standing stores of a limited duration (in some cases, through April 2010); unique cultural programming; public lectures by designers at DASH (Design and Architectural Senior High School); and a multi-brand environment, the F Factory; Limited Edition Experiences will re-invigorate the shopping experience. Limited Edition Experiences will also include programming and events by permanent Miami Design District businesses, including Marni, Tomas Maier, Y3, En Avance and Christian Louboutin (opening November 2009); design companies Vitra, Driade, Luminaire, Poliform, Holly Hunt and Poltrona Frau and others; and the most lauded restaurants in Miami, among them Senora Martinez, Michael's Genuine and

Fratelli Lyon. The program was created for Dacra, the owner of more than 80% of the 18-square block Miami Design District, by Susan Ainsworth of Ainsworth Associates.

The program will launch on November 30<sup>th</sup>, the day preceding the opening of Design Miami/, the pre-eminent forum for the presentation of limited edition and collectible design, which attracts more than 20,000 collectors to the Miami Design District throughout the first week of December, and will continue through the spring of 2010.

Craig Robins, Founder and CEO of Dacra, said: "Dacra is committed to creating vibrant neighborhoods and communities, and we think Limited Edition Experiences is going to bring something entirely new to the marketplace by collaborating with an unprecedented roster of creative talents. As a group, we agree that the best response to the recent changes in the global economic climate is to increase our creative output, make bolder choices and offer people more value in the form of really magical experiences."

### **About Dacra**

Dacra is an innovative real estate company that uses architecture, art, design and cultural programming to build creative international destinations. The company is comprised of a variety of entities and brands that work together to contribute to the development of every element of a dynamic community. With international projects, developments and events that focus on art and design, Dacra has redefined the parameters of real estate development. For more information visit [www.dacra.com](http://www.dacra.com).

<http://www.miamidesigndistrict.net/>

<http://www.facebook.com/miamidesigndistrict>

Press Contact:

International Press Inquiries:

Camron PR

Adnan Abbasi

[adnan@camron.co.uk](mailto:adnan@camron.co.uk)

+44 (0)20 7420 1700 (switchboard) / +44 (0)20 7420 1728 (direct line)

US Press Inquiries:

Vital PR

Sara Parker Young

[sarahparker@vitalpublicrelations.com](mailto:sarahparker@vitalpublicrelations.com)

(212) 995-2075 (main) / (203) 982-3403 Mobile

