



MEDIA CONTACT:  
Jenerate PR  
Jennifer Polito  
[jennifer@jeneratepr.com](mailto:jennifer@jeneratepr.com)  
(808) 281-2088

## FOR IMMEDIATE RELEASE

### **The Shops at Wailea Announces the Completion of the Center-Wide Renovation** *A new vision reflective of the heritage and identity of Wailea*

**Wailea, Maui, HI** (May 17, 2021) – The Shops at Wailea announces the completion of the center-wide renovation. The upgrades restore a Hawaiian sense of place and timeless sophistication to Maui’s most prestigious shopping and dining destination. The center also continues to open new boutiques and eateries that join the center’s roster of world class retailers and restaurants.

“The revitalization reinforces our commitment that our customers experience a truly enjoyable time while visiting The Shops, surrounded by a welcoming design that embodies the history of Wailea and the home Island,” says Diana Whitt, General Manager, and Vice President Property Management for The Festival Companies, the Development Manager, Leasing Agent and Property Management Company for The Shops at Wailea.

“The new common area improvements were inspired by the cultural significance of canoe building, which is closely tied to the meaning of the word Wailea. In Hawaiian, “wai” is “fresh water” and “Lea” is a Hawaiian deity of canoe building. The common areas have been transformed from spaces previously dominated by large fountains, to abundant seating areas and landscaping symbolic of canoes, woven furniture, patterned flooring and lighting inspired by the many terrains that form the island,” adds Ros Schurgin, CEO of The Festival Companies.

The design and place making were also informed by Hawai‘i’s traditional land-division system, known as ahupua‘a which flows from the mountain to the sea, and by Maui’s Haleakalā volcano towering over the Wailea coast. The revitalization begins with The Shops new focal entrance at the intersection of Wailea Ike and Wailea Alanui Drives located at the peak of the property which points to the entrance of the “Upper Mountain” luxury wing. From the Upper Valley, cascading water and stairways flow toward the “Middle Valley” retail and restaurant space which connects guests directly to the “Lower Valley” gathering and performance areas, surrounded by clusters of retail and restaurants to explore. The renovation includes new center wide signage and wayfinding to inform visitors of the many areas to explore within the center.

In culmination of the completion of the revitalization, The Shops at Wailea also unveiled its new logo, which is a creative interpretation of the sickle-shaped leaves of the koa tree and arranged in a style that echoes the shape of a canoe.



MEDIA CONTACT:  
Jenerate PR  
Jennifer Polito  
[jennifer@jeneratepr.com](mailto:jennifer@jeneratepr.com)  
(808) 281-2088

The Shops at Wailea renovation added vibrancy to the center's unique selection of retail boutiques, eateries and restaurants. Lappert's Ice Cream has expanded into a new location in the Lower Valley, doubling its size to serve its signature ice cream specialties and new café concept; Island Vintage Coffee will also open its café and unique shave ice offerings in the Lower Valley this fall. Waikīkī Brewing Company, Wailea opened in the Lower Valley in April. In the Mid Valley, Travis Mathew, the golf apparel & lifestyle brand inspired by the California coast debuts in the summer, and OluKai Hawaiian-inspired footwear opens in the fall. The Shops also continues to expand its services with the newly opened Doctors on Call, Maui's leader in urgent care.

"Repeat visitors and first-time visitors can rest assured that The Shops at Wailea's dedication to culture will continue. We look forward to our guests enjoying Hawaiian activities, live evening music and hula," added Diana Whitt, "once Covid restrictions are lifted."

### **About The Shops at Wailea**

The Shops at Wailea is Maui's premier shopping and dining destination with more than 70 distinct boutiques, shops, restaurants and galleries. It is nestled in the heart of Wailea Resort at 3750 Wailea Alanui Drive and is managed by The Festival Companies. Current open hours are from 10am to 8pm daily. For more information, visit our website at [www.theshopsatwailea.com](http://www.theshopsatwailea.com) or call (808) 891-6770. Follow @TheShopsAtWailea on Instagram and @ShopsAtWailea on Twitter and "Like" us on Facebook.

### **About The Festival Companies**

The Festival Companies is a full-service shopping center developer, property manager and advisory services firm, based in Los Angeles and O'ahu. Festival's 17-year track record in Hawai'i includes an array of high profile and unique projects including Royal Hawaiian Center, SALT at Our Kaka'ako, and The Shops at Wailea, Lāhaina Gateway, and Maui Mall. Festival is a nationally recognized innovator of retail properties, transforming real estate into vibrant retail destinations unique to their locations and demographics. Festival's specialized expertise includes regional malls, high quality resort properties, street retail and urban-in-fill projects, lifestyle destination centers, community centers, and retail driven mixed-use properties. Festival's extensive background in redevelopment has spurred revitalization and economic development to many communities. Over its 33-year history Festival has developed and operated over 25 million square feet of retail properties in 23 states. For more information, visit [www.festivalcos.com](http://www.festivalcos.com).

###