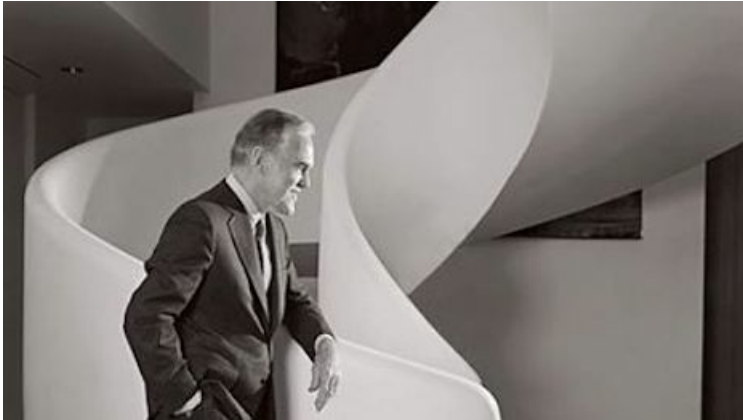


RETAIL

South Coast Plaza fetes 50 years on print and screen

March 29, 2017



Henry T. Segerstrom

By SARAH JONES

Shopping center South Coast Plaza is delving into its history through events and exhibits as it marks a half-century in business.

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The Costa Mesa, CA mall is celebrating its 50th anniversary with a series of marketing initiatives, including a book and special merchandise collections. As its milestone year kicks off, South Coast Plaza is also having its moment on film, as a documentary about its founder Henry T. Segerstrom debuts on public television in New York later this week.

"South Coast Plaza's history is intertwined with the history of Southern California," said Debra Gunn Downing, spokeswoman for [South Coast Plaza](#), Costa Mesa, CA.

"The Segerstrom family, led by the late Henry T. Segerstrom, saw the potential of a shopping center serving Orange County," she said. "Over the years, South Coast Plaza evolved and drew designer and luxury brands, eventually becoming an international shopping destination that attracts visitors from all over the world.

"The Segerstrom family and South Coast Plaza were and continue to be instrumental in the development and support of the arts in Southern California, starting with their donation of land that is now home to Segerstrom Center for the Arts and South Coast Repertory, and including funding for programs," she said. "In New York, the Segerstroms and South Coast Plaza are supporters of Carnegie Hall and American Ballet Theatre and helped forge a West Coast partnership between Carnegie Hall and the Philharmonic Society of Orange County."

Mall milestone

South Coast Plaza opened in March 1967 with 70 stores. In the following decades, the shopping center added more luxury tenants, and today counts Dior, Berluti and Van Cleef & Arpels among its retailers.

The mall has also been successful at courting exclusives. In 1978, Nordstrom chose the center for its first location outside of the Pacific Northwest, and more recently South Coast Plaza became the only U.S. location to hold a store for Les Parfums Louis Vuitton.

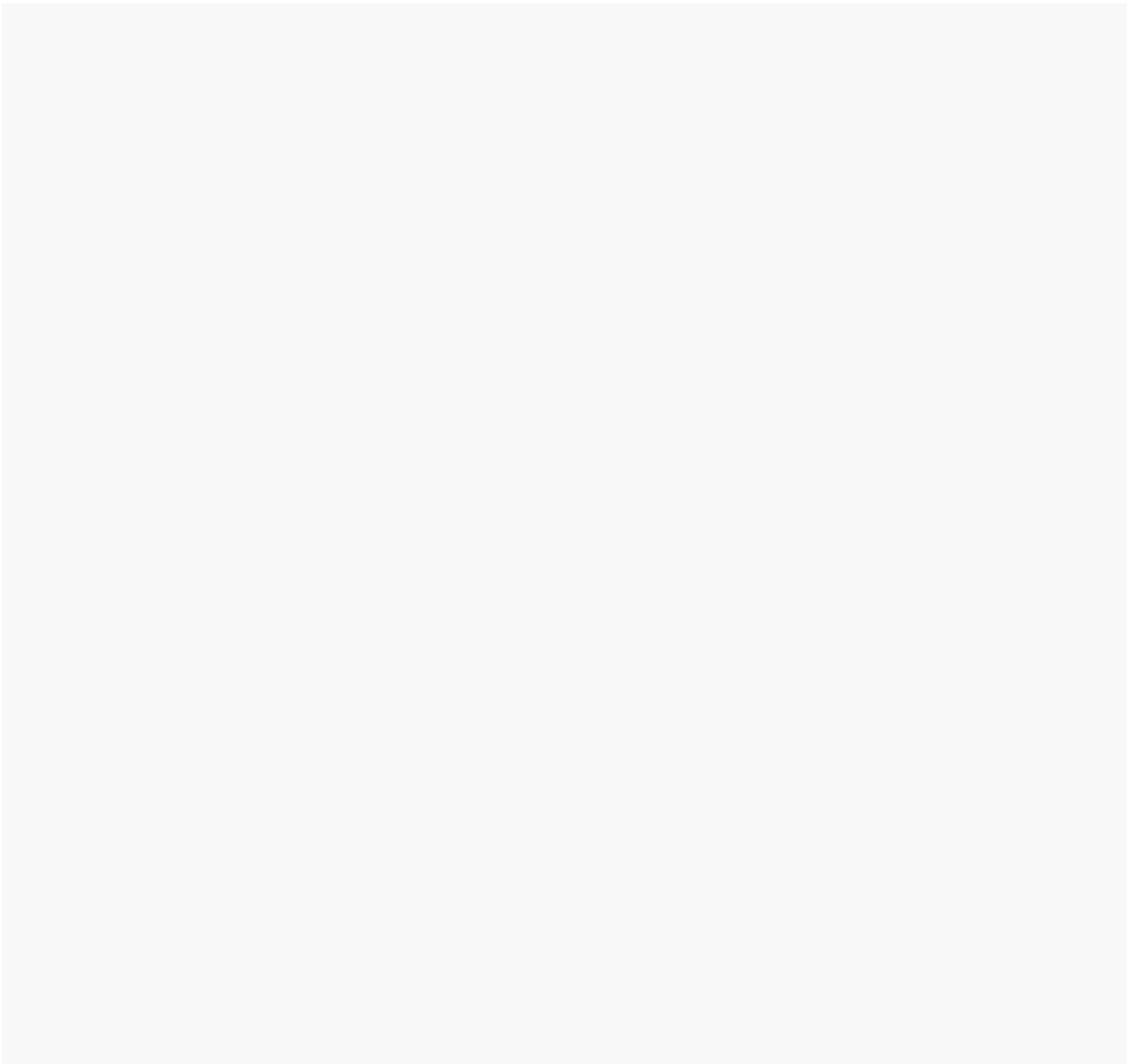


Dior boutique in South Coast Plaza

Highlighting this array of brands, South Coast Plaza collaborated with labels including Tod's, Gucci and Marni on a special collection of anniversary-themed items and exclusives for its milestone year.

Working with Assouline, another tenant, South Coast Plaza is releasing an homage to its history in print. The tome will include photos that have not been published before, giving consumers an insider look at the mall's history.

Marking the day it turned 50, South Coast Plaza looked back on an early marketing moment. The mall's first advertising campaign, which was conceived by Jay Chiat the year it opened, featured a pair of paisley hippos.



No place like it! It's wild! #scp50thanniversary #SouthCoastPlaza

A post shared by South Coast Plaza (@southcoastplaza) on Mar 15, 2017 at 12:30pm PDT

These colorful creatures featured in a series of Instagram posts, as they hung around a fountain or visited the merry-go-round.

At the center of South Coast Plaza's story is the Segerstrom family. After settling in California's Orange County in 1898, the family entered the real estate business.



Rendering of original South Coast Plaza building

Henry T. Segerstrom, the man behind South Coast Plaza, is the subject of a new documentary produced by PBS SoCal. This first film retrospective on the developer follows how he turned land owned by his family into a high-grossing mall.

Narrated by actor Matthew Morrison, "Henry T. Segerstrom: Imagining the Future" also includes interviews with personalities such as Frank Gehry, Misty Copeland and Bruce Nordstrom and archival footage.

Along with his impact on fashion and retail, Mr. Segerstrom was a patron of the arts. He donated family land for the South Coast Repertory and was instrumental in the opening of the Orange County Performing Arts Center.

The documentary, which aired on PBS in Southern California last September, is making its New York debut on Thirteen on Friday, March 31 at 10:30 p.m. and on WLIW21 on Sunday, April 2 at 10 p.m.

"The story of a true American Pioneer, Henry Segerstrom's contributions to retail and arts changed the cultural landscape of Orange County," said Maria Hall-Brown, executive producer, of the film.

"He not only developed the land, he developed deep relationships with some of the world's great artists and fashion industry leaders," she said. "These relationships stretched across the country to New York, and beyond.

"Determined, focused, elegant and compelling, Henry believed in building a better place for future generations and that people deserved something special. Henry T. Segerstrom leaves behind an unparalleled legacy of dedicated community leadership and a lifelong commitment to Southern California."

Lasting impact

South Coast Plaza previously commemorated the impact Mr. Segerstrom had on the Orange County community with a month-long exhibit.

Opened May 8, 2016 "Courage of Imagination" was open to the public in a special gallery space in the mall's Jewel Court. For then recently departed Mr. Segerstrom, this exhibit will help to expand awareness of his legacy while offering the public the opportunity to grieve and pay their respects ([see story](#)).

As with most anniversary efforts, South Coast Plaza is also looking forward.

Chinese department store chain Lane Crawford is celebrating 165 years in the retail business with a comprehensive campaign that examines the relationship between fashion and art.

Featuring unique designs, capsule collections, art exhibitions, product showcases and video, the campaign simultaneously draws attention to Lane Crawford's rich heritage and looks forward to an exciting future. The expansive campaign likely drew attention from around the country and helped Lane Crawford forge connections with a new generation of consumers ([see story](#)).

"[These initiatives are] valuable in helping people realize that at 50, South Coast Plaza is more than just an international shopping center," Ms. Downing said. "It is a vibrant and dynamic Southern California institution.

"South Coast Plaza has been supporting and connecting communities for decades, whether it's through the arts or philanthropic efforts," she said. "The documentary focuses on our late founder, who was a visionary; the book documents South Coast Plaza's evolution into a heritage brand."

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