

RETAIL

Westfield Century City marks renovation with art, new arrivals

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Westfield Century City. Image courtesy of Westfield

By STAFF REPORTS

Nordstrom and John Hardy are among the new tenants opening their doors at Westfield Century City in Los Angeles following the shopping center's extensive remodel.

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Following a \$1 billion renovation, the mall will celebrate its grand opening on Oct. 3, when the majority of its new stores will be open for business. The mall overhaul reflects Westfield's multi-use concept, which blends shopping, entertainment, leisure, fitness and food in a single development.

Remodeled retail

Westfield Century City's new look is courtesy of a collaboration between the mall developer's in-house team and designer Kelly Wearstler. Prioritizing walkability, the mid-century inspired design includes acres of open space.

Within the renovated center is the Atrium, an 18,000-square-foot entertainment space, along with spaces for more intimate affairs.

Nordstrom will be opening a three-level store in Westfield Century City on Oct. 3 ([see story](#)). Fellow anchor Bloomingdale's three-floor location within the mall also got a new look in the remodel.

John Hardy chose the shopping center as its first West Coast location, bringing its total direct-operated store network in the United States up to three. This opening joins the jeweler's other boutiques in New York and Houston.



John Hardy's Westfield Century City boutique. Image credit: John Hardy

Other retailers that will be in business either by the grand opening or this fall including John Varvatos, Breitling and Hugo Boss.

The mall will also house an Equinox fitness center and Eataly's first west coast location.

"Westfield Century City will be one of the best retail offerings on the West Coast," said David Ruddick, executive vice president of leasing at Westfield, in a statement. "As consumer tastes and trends change in the industry, Westfield is keeping pace with a focus on careful curation and on introducing new concepts and influencer brands not available anywhere else."

A new parking garage features valet parking and expedited self-parking. By registering their license plate with Westfield, consumers can bypass ticketing at the garage gates with smart parking or consumers can take advantage of reserved parking through Westfield's app, paying for a premium space before heading to the mall.

Looking to serve the local entertainment industry, Westfield Century City has created Studio Services catering to their needs, including sourcing wardrobes for filming and staging photo shoots. These services will include personal shopping, fitting spaces, shipping and tailoring, as well as concierge assistance such as making dinner reservations or ordering a car.

In addition to entertainment, the mall has also linked with artistic institutions. The Los Angeles County Museum of Art is lending the center pieces for a long-term display as part of a multi-year partnership announced earlier this month, while permanent pieces from artists Stan Bitters and Jun Kaneko will also add to the center's design.

"At Westfield, we are passionate about bringing art into our communities and giving everyone the chance to see and be inspired by truly great work," said Heather Vandenberghe, chief marketing officer in the United States for Westfield.

"We are tremendously grateful to LACMA for enthusiastically sharing this vision, and can't wait to give our customers a chance to experience incredible pieces of art close-up and in an entirely new way," she said.