

RETAIL AT CENTURY PLAZA





*“The centerpiece of our
city’s future landscape.”*

DAVID REUBEN JR.

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01

INTRODUCTION



Where the World's Most Coveted Brands Call Home

Poised at the intersection of entertainment, business, and luxury living, Century Plaza is an incomparable \$2.5 Billion development ushering in a new era for Century City as LA's modern urban core.

Guided by the visionary prowess of Reuben Brothers and anchored by the reimagined Fairmont Century Plaza Hotel, two sleek 44-story residential towers, and an intimate retail escape, Century Plaza brings inspired design and vibrant energy together in a secure, walkable destination. Here, a curated collection of flagship retail, globally renowned dining concepts such as estiatorio Milos, KYU, Sushi Noz, Wally's Wine & Spirits and Roadside Taco, and premier wellness offerings like Fairmont Spa and the forthcoming Estate Longevity Center converge to define the next chapter of Los Angeles living.

\$2.5 BILLION

Century Plaza Development

93.8K SF

Premium Dining and Shopping Venues Across an Array of Open-Air Streetscapes and Landscaped Plazas

400

Rooms at the Reimagined Fairmont Century Plaza Hotel

331

Luxury Condominium Residences, Including Two 44-Story Residential Towers and Fairmont Residences Century Plaza

VALET-ONLY

While retail parking is valet-only, on-premise parking spaces includes 723 public parking spaces and 480 reserved for shared hotel and retail valet

Fairmont
CENTURY PLAZA

ROADSIDE
TACO

望

SUSHI NOZ



FAIRMONT SPA
& WELLNESS

LUMIÈRE

Wally's

The
Estate
LONGEVITY CENTERS



THE CLUB
BY FAIRMONT
CENTURY PLAZA



estiatorio Milos

KYU

WOOD-FIRED | GLOBALLY-INSPIRED

PARK ELM
AT CENTURY PLAZA

Fairmont
RESIDENCES
CENTURY PLAZA

CASPIAN QUEEN
FINE STURGEON ROE

02

THE LOCATION



The Epicenter of Luxury in Los Angeles

At the heart of Los Angeles, Century City stands as a symbol of connectivity, commerce, and cultural sophistication. Its central location places it within easy reach of Beverly Hills, Hollywood, and the Westside's most sought-after destinations. **Century Plaza anchors it all**—a vibrant destination where world-class hotels, flagship retail, acclaimed dining, and premier residences converge. Here, luxury living and business leadership blend seamlessly, setting a new standard for modern life in Los Angeles.



WILSHIRE BLVD

SANTA MONICA BLVD

OLYMPIC BLVD

PICO BLVD

THE LOS ANGELES COUNTRY CLUB

BEVERLY HILLS HIGH SCHOOL

HILLCREST COUNTRY CLUB

Westfield

CENTURY PLAZA

RESTAURANTS

- 1 The Livingroom
- 2 Craft LA
- 3 The Stand
- 4 Hinoki & The Bird
- 5 CUT by Wolfgang Puck
- 6 Nerano

RETAIL

- 1 Neiman Marcus
- 2 Saks Fifth Avenue

HOTELS

- 1 Beverly Hilton
- 2 Waldorf Astoria Beverly Hills
- 3 The Peninsula
- 4 Maison 140
- 5 Mosaic Hotel
- 6 Intercontinental
- 7 Courtyard by Marriott
- 8 Century Park Hotel
- 9 Fairmont Century Plaza
- 10 Four Seasons Beverly Wilshire

OFFICE

- 1 Merrill Lynch Wealth Management
- 2 Fox Studios
- 3 Topa Management Company
- 4 Newmark Knight Frank
- 5 Creative Artists Agency (CAA)
- 6 Ares
- 7 JLL
- 8 AECOM Worldwide HQ
- 9 Miramax
- 10 Charles Schwab
- 11 ICM Partners

LUXURY RESIDENTIAL

- 1 Ten Thousand
- 2 The Century
- 3 Beau Visage Apartments
- 4 Century View
- 5 Legendary Century City
- 6 Keswick Avenue Apartments
- 7 Beverly Glen Plaza

CENTURY PLAZA

- Fairmont Century Plaza Hotel & Residences
- Fairmont Spa at Century Plaza
- Park Elm at Century Plaza
- Lumière
- The Bar
- Caspian Queen
- estiatorio Milos
- KYU
- Sushi Noz
- Wally's
- Roadside Taco
- The Estate Longevity Center

Westfield

- Apple
- AMC Century City
- Anthropologie
- Banana Republic
- Bloomingdale's
- Din Thai Fung
- Eataly LA
- Equinox
- Gelson's Market
- Javier's
- Macy's
- Nordstrom
- Orange Theory Fitness
- Sephora
- Shake Shack
- Swarovski
- Tesla Motors
- Tiffany & Co.

NEIGHBORHOOD SNAPSHOT



18 Million

Annual Visitors to the Revamped Westfield Century City, Directly Adjacent to Century Plaza



600K+

Daytime Employees Within Five Miles



Six

Major Hollywood Studios Within Five Miles



45,000

Office Professionals Within 1 Mile, including CAA, ICM, AECOM, CBRE, Wells Fargo, JP Morgan, Chase and Fidelity Investments



60 Million SF

Occupied Office Space Within Three Miles



Five

Luxury Hotels Within 1 Mile, including Waldorf Astoria, The Beverly Hilton and Hotel Bel-Air

Market Overview

WITHIN 3 MILES OF CENTURY PLAZA

ESTIMATED DAYTIME POPULATION

40,525
.5 Miles

67,209
1 Mile

438,820
3 Miles

TOTAL HOUSEHOLDS

3,106
.5 Miles

13,106
1 Mile

136,725
3 Miles

AVERAGE HOUSEHOLD INCOME

\$178K
.5 Miles

\$168K
1 Mile

\$122K
3 Miles

MEDIAN AGE

51.5
.5 Miles

45
1 Mile

36
3 Miles

AVERAGE HOME VALUE

\$1.06M
.5 Miles

\$1.07M
1 Mile

\$983K
3 Miles

APPAREL EXPENDITURE*

\$4.67K
.5 Miles

\$4.45K
1 Mile

\$3.39K
3 Miles

FOOD AND DINING EXPENDITURE*

\$16.9K
.5 Miles

\$16.13K
1 Mile

\$12.53K
3 Miles

* Per household, annually

03

RETAIL LEASING



Ushering in a New Modern LA Way of Life

Century Plaza is LA's newest and most paradigm-shifting development. Walkable, vibrant, outdoors, and serene, Century Plaza takes center stage at the crossroads of LA's cultural, artistic, and entertainment pulse. With the Fairmont Century Plaza Hotel as its cornerstone, this destination is an embodiment of innovation, seamlessly integrating luxury residences, open-air shopping, immersive retail pavilions, and landscaped gardens. Here, life goes beyond conventional boundaries; it's a harmonious blend of elegance and excitement.



From morning coffee, power lunches, and afternoon respites to evening drinks, fine dining, and late-night desserts, Retail at Century Plaza keeps you coming back for more.

CAFE
Plaza Level | Avenue of the Stars Facing Fairmont Century Plaza Hotel

DINING

LA's Premier Culinary Destination

Century Plaza is redefining Los Angeles dining—where globally renowned names and beloved local icons converge. The lineup includes the highly anticipated LA flagships of estiatorio Milos, KYU, Roadside Taco, and Sushi Noz, alongside the Marciano family's latest evolution of Wally's Wine & Spirits. Complementing them are Fairmont Century Plaza's signature venues, including Lumière's French-inspired brasserie, Caspian Queen's luxurious Persian flavors, and The Bar's expertly crafted cocktails. Together, these establishments deliver an unmatched culinary experience only found at Century Plaza.



ROADSIDE TACO

Wally's

望

SUSHI NOZ



estiatorio Milos

KYU

WOOD-FIRED | GLOBALLY-INSPIRED

LUMIÈRE

CASPIAN QUEEN
FINE STURGEON ROE



RESTAURANT
Plaza Level

RETAIL

A Dynamic Retail Destination, Redefined



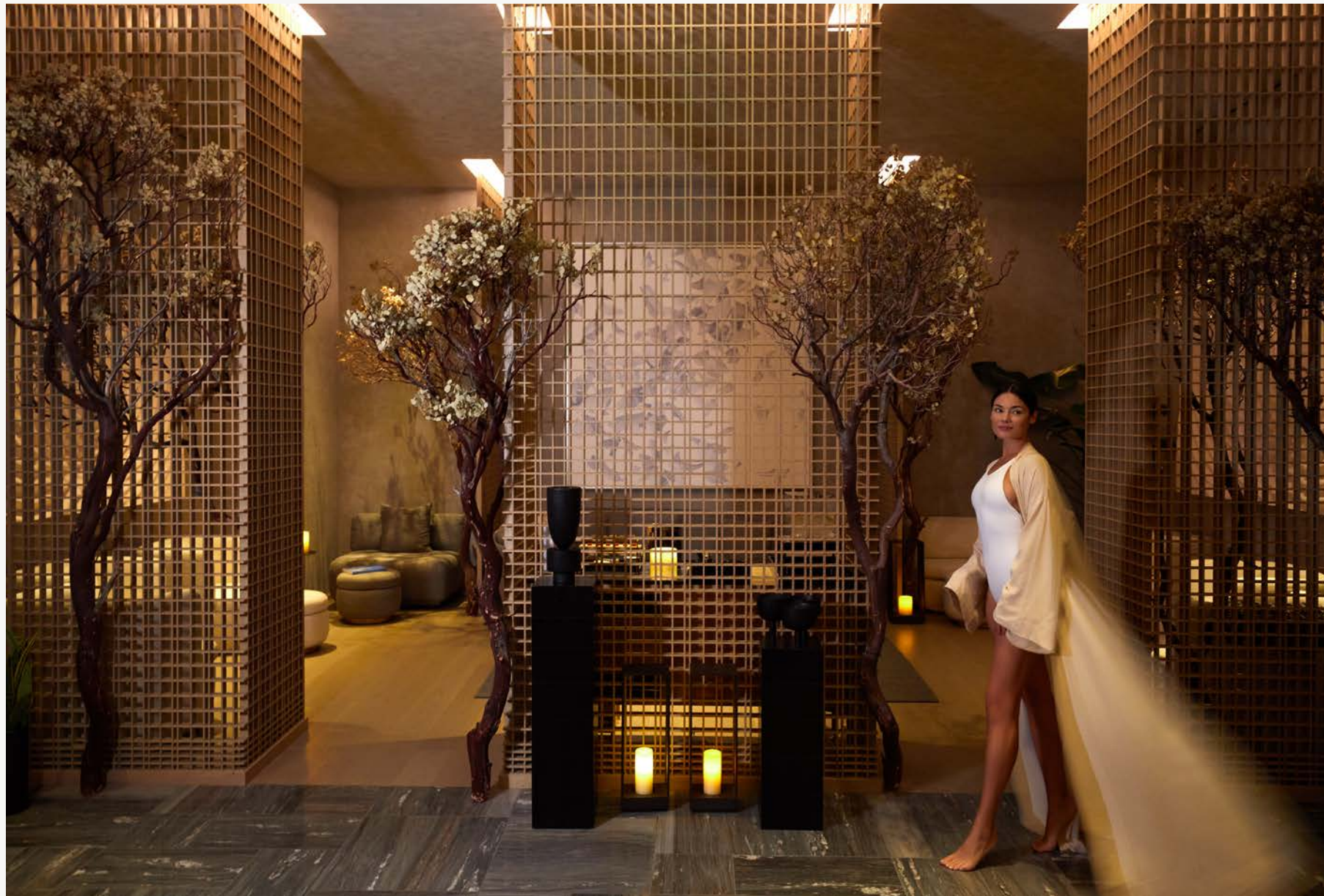
Century Plaza unveils an open-air shopping and dining experience unlike any other—an intimate enclave where sophistication meets vibrant energy.

Designed as a self-contained urban oasis, it seamlessly blends into the surrounding neighborhood while offering a sense of discovery at every turn. Lush gardens, cascading fountains, and illuminated plazas create a multi-layered journey that unfolds across distinct settings—from the refined storefronts along Constellation Avenue to the lively pulse of the central plaza and the flagship waterside venues primely located along Avenue of the Stars in front of Fairmont Century Plaza, serving as premier destinations for dining and social experiences.



CORNER RETAIL
B1 Level | Avenue of the Stars at Constellation Blvd






FAIRMONT SPA
& WELLNESS

A sanctuary of tranquility, the Fairmont Spa spans 14,000 square feet and offers a curated menu of body treatments, facials, and salon services by Cristophe Privé. Designed by Yabu Pushelberg, the spa features nine private treatment rooms, a Himalayan salt room, aromatherapy steam, and a modern hammam, making it one of LA's most luxurious retreats.

**The
Estate**
LONGEVITY CENTERS

Opening in 2025, The Estate Longevity Center—co-founded by Sam Nazarian and Tony Robbins—introduces next-level longevity and preventative wellness. Spanning 12,500+ square feet beneath Park Elm, the center will offer advanced diagnostics, full-body MRIs, heart and lung CT scans, and personalized health optimization programs. Operated by Fountain Life, this flagship location marks the start of a global expansion in elite longevity services.

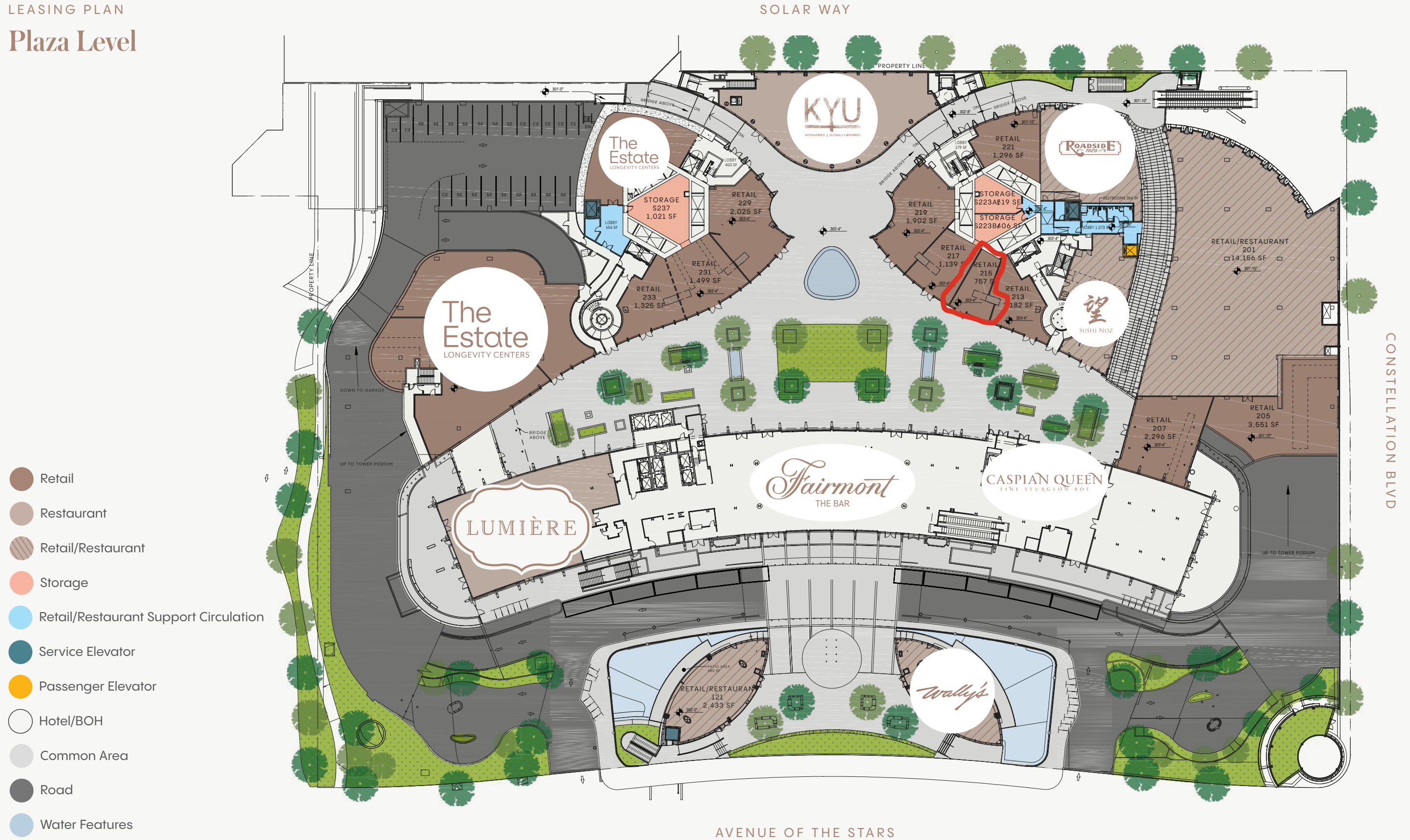
WELLNESS

The Ultimate Wellness Destination in Los Angeles

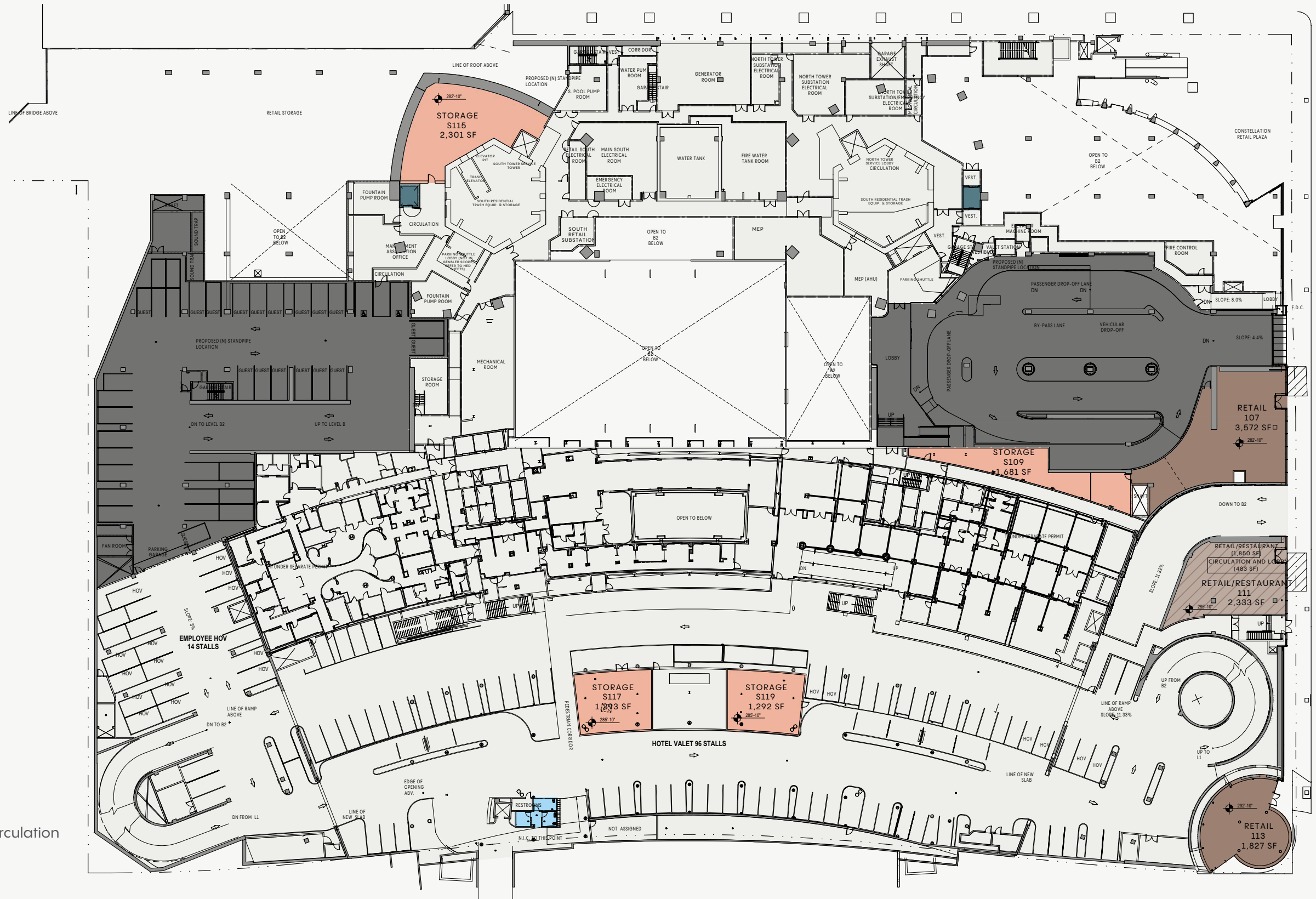
Century Plaza stands as a beacon of holistic well-being in Los Angeles, seamlessly integrating luxury and health. Anchored by the renowned Fairmont Spa and the forthcoming Estate Longevity Center, the Plaza offers an unparalleled wellness experience.



Plaza Level



- Retail
- Restaurant
- Retail/Restaurant
- Storage
- Retail/Restaurant Support Circulation
- Service Elevator
- Road



04

THE HOTEL &
RESIDENCES



Fairmont Century Plaza

The new Fairmont Century Plaza takes its place as LA's most legendary social hub. The redesigned lobby breezeway, where Mid-Century inspiration meets contemporary energy, welcomes visitors from around the world. Sip cocktails in the Lobby Breezeway or indulge in fine dining at the critically acclaimed brasserie Lumière. Ascend to the hotel's sun-drenched rooftop to find the ultimate oasis, complete with cabanas, firepits, and panoramic city views. With 260,000 square feet of indoor/outdoor facilities, this Los Angeles legend offers both intimacy and grandeur. The new Fairmont Century Plaza interweaves decades of cherished memories into an icon reborn.

Hotel Overview

400

Rooms

HOTEL BUSINESS SEGMENTATION MIX

45% 35% 22%

Leisure Transient Corporate Transient Group

NATIONALITY

85% 15%

Domestic International

TOP INTERNATIONAL VISITOR MARKETS

1. Canada 2. Mexico 3. UK
4. Australia 5. France
6. Middle East including Qatar & Saudi Arabia 7. South Korea
8. Japan 9. Germany

DOMESTIC FEEDER MARKETS

51% 49%

In-State Out-of-State

TOP OUT-OF-STATE MARKETS

1. New York 2. Texas
3. Arizona 4. Nevada



Our Guests

HNWI & CELEBRITIES

Wealthy Individuals, including Industry Elites, Hollywood Celebrities & Sports Stars

BUSINESS EXECUTIVES

Corporate Leaders, High-Level Execs in the Century City Business District

KEY INDUSTRIES

Legal, Wealth Management, Entertainment, Professional Services

LUXURY LEISURE TRAVELERS

Affluent Families, Couples, Solo Travelers, Wellness & Spa Enthusiast

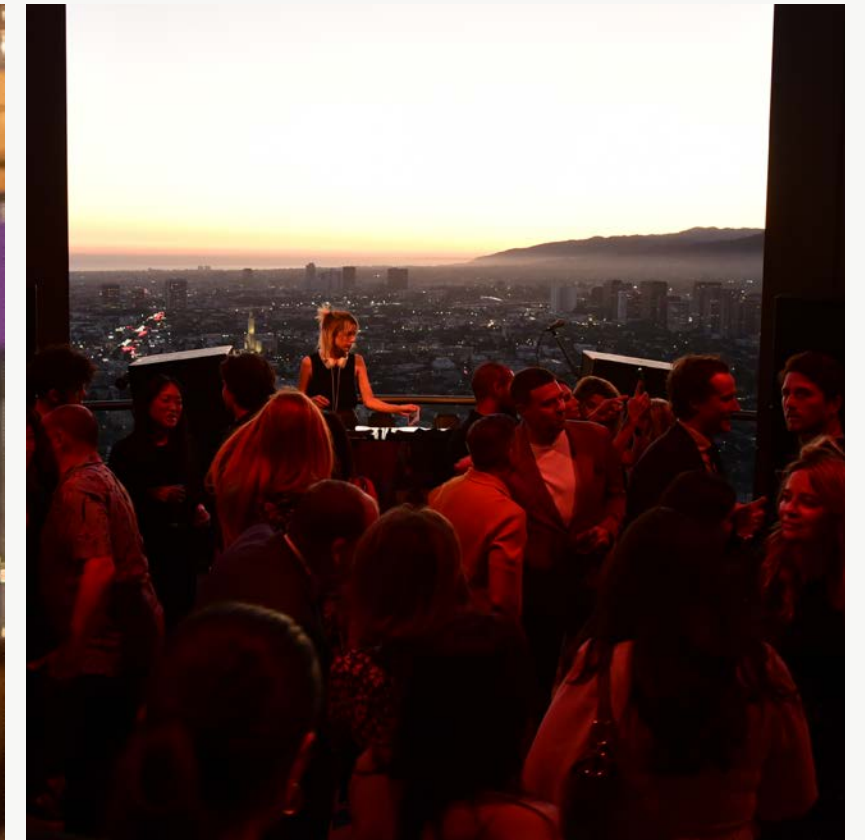
EVENT ATTENDEES

Galas, Conferences, Weddings, Red Carpet

Where LA Events Happen

For decades, Century Plaza has been the backdrop for Los Angeles' most iconic events, from presidential galas and historic award ceremonies to exclusive Hollywood gatherings. It has hosted momentous occasions such as Nixon's state dinner in 1969, star-studded Golden Globe afterparties, and world-class industry conferences.

Whether it's global summits, film premieres, exclusive pop-ups, or intimate cultural experiences, Century Plaza remains the quintessential venue where LA's most memorable events unfold.



Today, it continues this legacy by welcoming premier gatherings like The Recording Academy Honors in conjunction with the Grammys, the CogX AI Festival, and Fairmont's signature seasonal celebrations—including the New Year's Eve Celebration and the Century City Chanukah Menorah Lighting—as well as immersive dining experiences like Swiss Chalet Après-Ski, which brings a touch of the Alps to Los Angeles each winter.

LA'S NEW LANDMARK OF LUXURY

Park Elm Residences

Rising 44 stories above Century Plaza are two icons of their own — Park Elm's stunning residential towers. Designed by renowned architects Pei Cobb Freed & Partners, these sleek high-rise homes offer a quiet refuge above the plaza below. 268 estate residences with floor-to-ceiling windows provide unimpeded views of Century City, Beverly Hills, and the Los Angeles skyline.



RESIDENCES FOR SALE BY THE NUMBERS

268

Residences

\$1.8M to \$20M+

Starting Sales Price



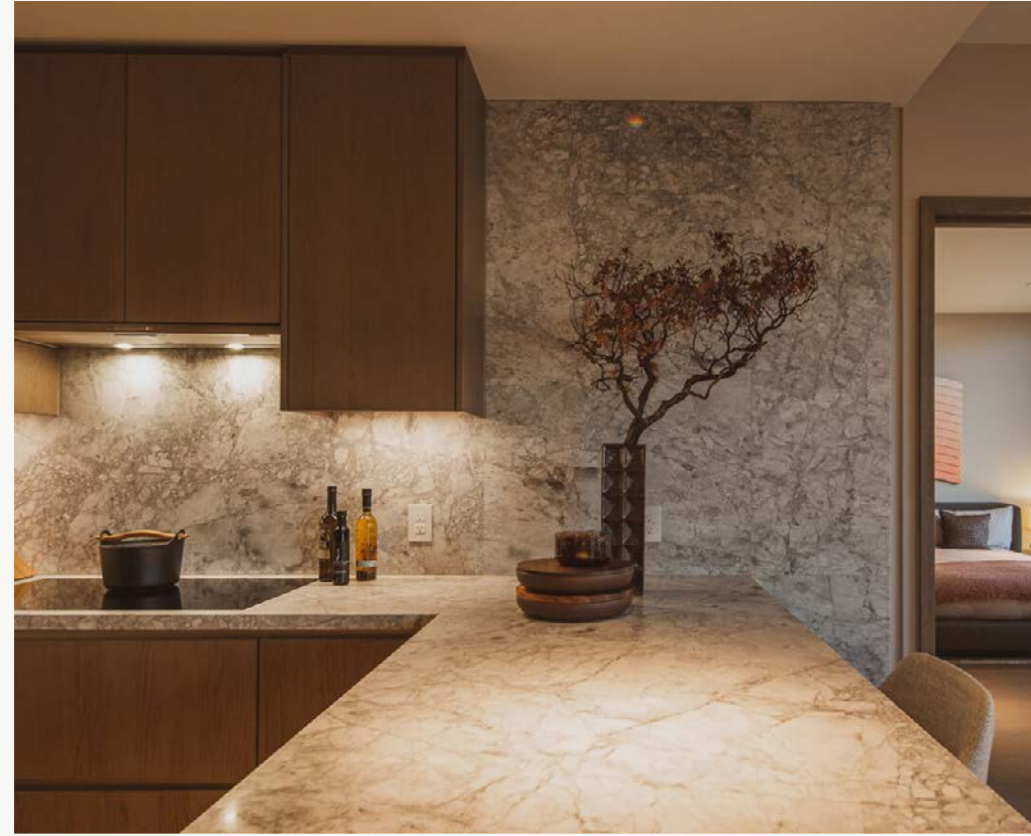
Featured Amenities

Life at Park Elm comes with access to a collection of highly curated lifestyle and wellness amenities. From a pristine resort-style pool to an intimate library lounge, club room with billiards and a bar, wine room, business center, screening room, dog park, yoga lawn, outdoor grill area, and fully staffed concierge, valet, and security services, each experience is meticulously tailored to reinvigorate and restore. A sprawling fitness floor boasts a state-of-the-art gym with high-end equipment and floor-to-ceiling windows, a yoga and pilates room with a reformer, a luxurious steam room, and well-appointed locker rooms.

LA'S MOST EXCLUSIVE
HOTEL-SERVICED RESIDENCES

Fairmont Century Plaza Residences

Gracing the top of the reimagined Fairmont Century Plaza is a collection of one- to three-bedroom hotel-serviced residences for lease masterfully designed by internationally acclaimed firm Yabu Pushelberg. Fairmont Residences offer one- and two-story floor plans available for a minimum six-month stay, enhanced by exclusive resident-only amenities and services, along with the world-class offerings of the renowned Fairmont Century Plaza. Discover the pinnacle of modern luxury living in Los Angeles' most exclusive residential leasing collection.



RESIDENCES FOR LEASE BY THE NUMBERS

63

Residences

\$20,000

Avg. Monthly Lease

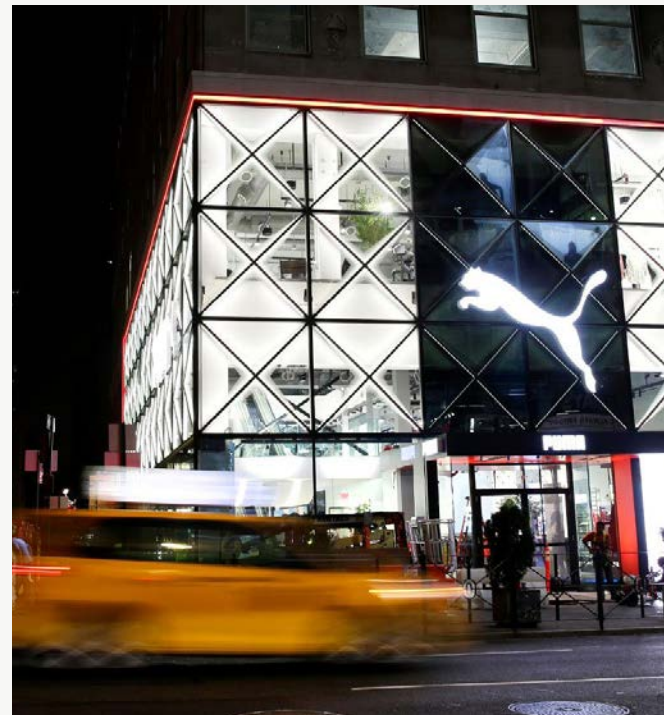


Residents enjoy exclusive access to a suite of private amenities, including a dedicated Residences Director, an on-site concierge and resident services team, a private residence lounge, a club room, a fitness center, a business center, a library lounge, and wine storage. The rooftop terrace features a dog park and an outdoor kitchen with a BBQ, creating an intimate space for relaxation and entertainment.

Fairmont residents also benefit from full hotel services, including in-residence dining, housekeeping, valet, and access to the rooftop pool, spa, and wellness facilities at Fairmont Century Plaza. With a level of service and sophistication designed to meet the highest standards, the Fairmont Residences offer a lifestyle of effortless luxury at the heart of Century Plaza.

05

THE TEAM



A Visionary Prowess

REUBEN BROTHERS

Few names stand out in retail and hospitality like Reuben Brothers. At their core is an unwavering commitment to unforgettable guest experiences beyond mere commerce. Their brilliance shines through flagship retail properties like London's Burlington Arcade and New York's Madison Avenue and boutique hotels like The Wellesley.

Now, the Reuben Brothers are set to infuse Century Plaza curating an assembly of extraordinary restaurants and boutiques. With their unwavering attention to detail, hallmark elegance, and commitment to excellence, Century Plaza is set to experience a renaissance of luxury that only the Reubens can usher in.

Reuben Brothers Portfolio



CAMBRIDGE HOUSE,
LONDON



THE TWENTY TWO,
LONDON



HOTEL LA PALMA,
CAPRI



THE VINETA HOTEL,
PALM BEACH



LONDON HELIPORT



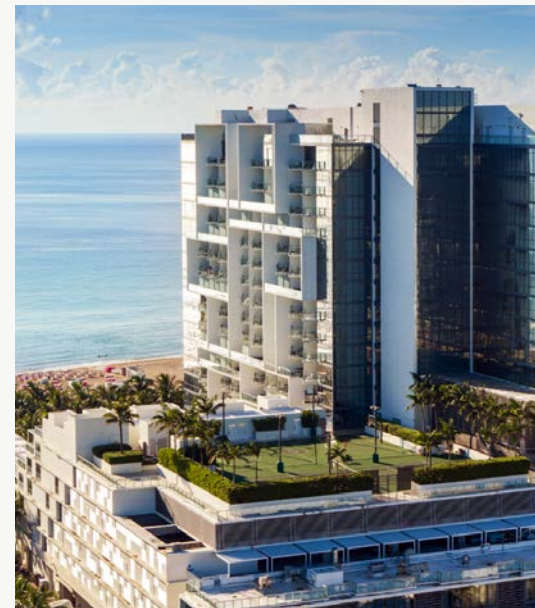
LONDON OXFORD AIRPORT



FAIRMONT CENTURY PLAZA,
LOS ANGELES



THE SURREY,
NEW YORK



W SOUTH BEACH,
MIAMI



ESENCIA,
PUERTO RICO

Architecture

Building upon the vision of the hotel's original architect Minoru Yamasaki, Century Plaza's transformation has been led by a renowned team of architects and designers, including Pei Cobb Freed & Partners, Marmol Radziner, and Gensler. The reimagined Fairmont Century Plaza, two 44-story residential towers, nearly 100,000 square feet of retail space, landscape promenade and public gathering plaza with a Jaume Plensa sculpture completes the development.

Residential Sales & Leasing

DOUGLAS ELLIMAN

Led by Cory Weiss, Douglas Elliman oversees the sales and leasing of Park Elm and Fairmont Residences at Century Plaza. As a leading luxury brokerage, the firm brings deep market knowledge, a vast network, and a tailored approach to high-end real estate. Under Weiss' leadership, Douglas Elliman ensures these premier residences attract discerning buyers and tenants seeking an exceptional lifestyle.

Restaurant Leasing

CULTIVATE HOSPITALITY GROUP

Cultivate Hospitality, a full-service food & beverage consulting team, connects Century Plaza with acclaimed chefs and restaurant operators. With extensive expertise in both culinary operations and real estate development, Cultivate positions Century Plaza as a premier culinary destination in the city.

Retail Leasing

CBRE

CBRE, the global leader in commercial real estate services and investments, leads retail leasing for Century Plaza. As the industry's largest retail services platform, CBRE offers unrivaled real estate experience, superior data intelligence, and integrated solutions to guide retailers, restaurateurs, investors, and developers to adapt and grow in an ever-evolving retail world.



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