



What's New in 2017 On Lincoln Road

Miami Beach, FLA., Jan. XX, 2017 – Known as the cultural and social spine of Miami Beach, the iconic pedestrian promenade [Lincoln Road](#) continues to add to its lineup of world-class shopping, dining and cultural pursuit options. In 2017, the destination will welcome an ongoing line-up of artistic events from spontaneous music performances to theatric premieres, as well as an array of new stores, all of which will call Lincoln Road home.

“The energy and excitement on Lincoln Road is unlike any other destination in South Florida, attracting visitors from across the globe,” shares Ivanna Van Arman, executive director of the Lincoln Road Business Improvement District. “We look forward to the continued growth and development on Lincoln Road and will be revealing new offerings and additions throughout 2017.”

Below is a selection of new or recently opened additions to Lincoln Road for 2017 with more to be announced in the coming months:

- **Tocaya Organica – 920 Lincoln**
Tocaya Organica opened its first east coast outpost at 920 Lincoln this past November following two previous locations in California. Offering healthy Mexican cuisine, Tocaya serves a variety of salads, tacos, bowls, burritos and wraps handmade to-order with sustainable proteins including chicken, beef and fish with vegetarian options as well.
- **Nike Store – 1035 Lincoln Road**
Nike opened its second flagship store this January at the corner of Lincoln and Lenox Avenue. Designed by Touzet Studio, the 31,000+ square foot store spans between two levels and features a Basketball Trial Zone spanning 285-square-feet with an adjustable hoop, a Soccer Trial Zone spanning 285-square-feet with a synthetic turf field floor and The Lounge: A women’s boutique that includes enhanced fitting rooms, personalized shopping and fittings. It will host special limited-edition shoe unveilings and other exclusive events.
- **Marshalls – 723 North Lincoln Lane**
The flagship Marshalls opened in January at 723 North Lincoln, comprising the second and third floors of the modernly designed glass structure. A food hall will open on the first floor of the building in late 2017, adding to the many culinary offerings of Lincoln Road.
- **Capital One Café – 1029 Lincoln Road**
A reimagined banking experience, the first Capital One Café in Florida is slated to open in 2017. Customers are able to purchase coffee, enjoy complimentary Wi-Fi and more as the innovative concept builds on digital tools and human connections.
- **The Colony Theatre – 1040 Lincoln Road**
Proudly managed by Miami New Drama, the 415-seat Art Deco designed theatre will kick off its season Jan. 26 – Feb. 19 with the American premiere of “Terror” by Tony award-winning director Gregory Mosher and written by Ferdinand von Schirach, promising to be a mind-bending experience.

For news and updates on Lincoln Road, visit www.Lincolnrd.com.

Lincoln Road

[Lincoln Road](http://www.lincolnrd.com) is an iconic pedestrian district, located in Miami Beach, Florida, that serves as a hub for modern culture-seekers, both local and international. It is home to the New World Center concert hall, historic Colony Theatre managed by resident Miami New Drama company, and ArtCenter/South Florida, a collection of studios and gallery spaces for artists. Lincoln Road also features over 200 designer boutiques, national retail stores and fine restaurants and bars. For additional information, visit us online at <http://www.lincolnrd.com>.

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