

## **LINCOLN ROAD DISTRICT ATTRACTS NEW RETAIL, RESTAURANTS AND STORE RELOCATIONS THIS SUMMER**

*Lincoln Road's Retail and Dining Scene Grows with Recent Additions and Moves from  
All'Antico Vinaio, Alo, Victoria's Secret and More*

**IMAGES:** [HERE](#)

**MIAMI BEACH, FL (June 30, 2025)** – [Lincoln Road](#), Miami Beach's iconic pedestrian-only promenade, continues its evolution with a slate of new lifestyle, fashion and culinary concepts reshaping the district's retail landscape. Once known primarily for its legacy retailers, Lincoln Road is now evolving into a hub for trendsetting concepts and cultural innovation. It's become one of the most coveted locations for brands seeking to expand in Miami Beach.

"Lincoln Road, Miami Beach's city center, has always reflected the spirit of the community," said Lyle Stern, president of the Lincoln Road Business Improvement District. "Now, we're seeing new retail and dining concepts opening in the area, as well as established brands relocating and expanding into larger spaces, a clear sign that businesses see Lincoln Road as a place to invest, grow and connect with the community."

### **New concepts on Lincoln Road include:**

- [All'Antico Vinaio](#) (Opening 2025) – With a cult following that stretches from Florence to Los Angeles, All'Antico Vinaio brings its viral *schacciata* sandwiches to Florida for the first time to a 1,793-square-foot location at 647 Lincoln Road. The family-run concept has earned global recognition for its high-quality ingredients, bold Tuscan flavors and distinctive service model. **IMAGES:** Upon Request
- [Ché by Chelsey](#) (Opened May 2025) – Fashion entrepreneur Chelsey Comfort brings her Italian-inspired, Los Angeles-designed collection to Lincoln Road with a 675-square-foot flagship location at 830 Lincoln Road. The brand offers a distinctive mix of women's ready-to-wear apparel and accessories, including dresses, swimwear, shoes, bags, jewelry and more, from designers around the world. The new storefront marks the brand's relocation from Brickell City Centre, reflecting its belief in Lincoln Road's potential and a desire to connect with clientele in the heart of Miami Beach. **IMAGES:** [HERE](#)
- [Davinci Gelato](#) (Opened May 2025) – From the makers of L'Arte del Gelato, Davinci offers a refined take on traditional Italian gelato. The brand emphasizes precision and quality by using time-honored techniques, locally sourced ingredients and seasonal flavors. Located at 645 Lincoln Road in a 1,350-square-foot space, Davinci adds to the district's growing mix of artisanal, boutique-style culinary experiences. **IMAGES:** Upon Request

As part of Lincoln Road's continued reinvention, [Victoria's Secret](#) and [PINK](#) have relocated to a newly built-out 7,500-square-foot space at 900–904 Lincoln Road. The reimagined storefront will feature updated interiors and an expanded merchandising zone, marking a strategic investment in the future of Lincoln Road. In addition, Beverly Hills-based [Alo Yoga](#) is set to join the promenade at 100 Lincoln Road. The brand will transform the long-vacant 13,480-square-foot space into an immersive flagship experience, complete with an exclusive private wellness club.

These latest additions come as Lincoln Road draws increasing interest from global hospitality players. From Colombia's legendary [Andrés Carne de Res](#) (which opened in 2024) to openings such as [The Nice Guy](#) by [The h.wood Group](#) and [Noble 33's](#) Mediterranean dining experience [Mēdüzā Mediterranïa](#) (slated for 2026), the district is rapidly becoming a magnet for diverse, high-profile tenants. Also joining the lineup this year are New York favorite [Prince Street Pizza](#), known for its cult-loved Sicilian slices, and [Negroni Caffè & Sushi Bar](#), known for its signature all-day dining concept and international flair. Lincoln Road's transformation is also being driven by significant investments in luxury residential developments, including Michael Shvo's One Soundscape Park, Rosewood Residences Miami Beach and The Ritz-Carlton Residences, South Beach.

#### **About the Lincoln Road District**

[Lincoln Road](#) is Miami Beach's vibrant, open-air promenade where the city's energy and creativity come to life. Stretching across eight dynamic blocks, it's South Florida's largest pedestrian-only district, offering an unbeatable blend of world-class shopping, diverse dining and rich cultural experiences. With over 200 shops and restaurants, from renowned global brands to beloved local favorites, Lincoln Road is the ultimate destination for entertainment, inspiration and connection. Visitors can explore galleries, savor culinary delights and immerse themselves in a calendar brimming with community events and live performances. At its core are cultural landmarks like the historic Colony Theatre, the innovative New World Symphony and the iconic Fillmore Miami Beach, complemented by ever-changing public art displays. Whether strolling through the district's palm-lined streets or discovering its cultural treasures, the road offers an experience that captures the essence of Miami Beach's coastal vibrancy. Come see why Lincoln Road draws over 10.8 million visitors annually and be part of the energy that keeps this district thriving. Discover more at [lincolnroad.com](https://lincolnroad.com) or follow on Instagram [@lincolnrd](https://www.instagram.com/lincolnrd).

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