



## PRESS KIT

Version 8.13.20



**ABOUT SOCO and THE OC MIX:**

SOCO (South Coast Collection) and The OC Mix is Southern California's destination for inspiration, and a premier interior design, culinary, event and boutique shopping destination. Located in Costa Mesa just off the 405 Freeway, SOCO is easily accessible from all of Orange County and also makes it the perfect day trip from anywhere in Southern California. At the heart of SOCO is The OC Mix, a carefully curated collection of artisan, owner-operated culinary, fashion, and lifestyle purveyors inspired by the San Francisco Ferry Building and L.A.'s best shopping streets. SOCO and The OC Mix offers an award-winning weekly Farmers' Market on Saturdays, and a robust schedule of monthly events to appeal to a variety of interests. SOCO and The OC Mix also is home to numerous landmark retail locations, including Brown Jordan's first to-the-public location, and the largest Design Within Reach showroom in the world. Other especially noteworthy tenants of SOCO and The OC Mix include Cisco Home, ARC, PIRCH, Taco Maria, Portola Coffee, Room & Board, and HD Buttercup. In addition to offering a truly unique and innovative lifestyle-enriching experience, SOCO and The OC Mix provide an impressive selection of special event venues, including open-air courtyards, cutting-edge showrooms and the Chuck Jones Center for Creativity. For more information and a full store list, please visit [www.socoandtheocmix.com](http://www.socoandtheocmix.com).

**STORES:**

39 stores at SOCO

22 stores Inside the OC Mix

**DATE OPEN:**

February 13, 2009

**SQUARE FOOTAGE:**

Nine buildings comprising more than 300,000 square feet of retail, dining, design showroom and event venue space



**OWNER:**

**Rockwood Capital, LLC**

Rockwood Capital, LLC is a real estate investment management firm that purchased SOCO in November 2015. Founded in 1995, the company provides equity capital combined with real estate operating expertise for repositioning, recapitalization, development and redevelopment of retail, hotel, residential, office and research and development space in key markets throughout the United States. Rockwood and its principals have invested on behalf of their clients approximately \$20.1 billion of real estate through nine value-add vehicles and four separate accounts. Today, Rockwood is an 80-person real estate investment firm with offices in New York, NY, San Francisco, CA, Los Angeles, CA, and Seoul, Korea that manages a portfolio of approximately \$3.6 billion of net equity value in approximately \$9.1 billion of gross real estate value. Rockwood's investors include public and private pension funds, endowments, foundations, insurance companies, fund of funds, high net worth individuals and family offices.

**MANAGEMENT:**

**Burnham USA Equities, Inc.**

Located in Newport Beach, California, Burnham USA Equities, Inc. currently manages and oversees all of SOCO and The OC Mix operations. With its related entities and affiliates, Burnham USA Equities, Inc. has become recognized as a strong force in the West Coast commercial real estate market, having developed and/or acquired millions of square feet of commercial real estate including professional office, medical, retail, and industrial throughout the United States. The firm's hands-on approach to real estate development, leasing and management has enabled the company to maintain close relationships with tenants, investors, and lending institutions resulting in a track record that is unparalleled.

# soco <sup>the</sup>OC MiX



## ENTERTAINMENT + EVENTS

- 12 24 Carrots @ Chuck Jones Center for Creativity
- 6 SOCO Farmers' Market

## FASHION + LIFESTYLE

- A Blue Skies @ The Mix
- 8 Gear Coop
- A Local Fare
- A Omniapiel
- 5 Paul Mitchell The School
- A The Getaway Barbershop

## FOOD + LIBATIONS

- 16 ARC Food & Libations
- 17 ARC Pizza House
- A Birdie Bowl and Juicery
- 15 Coming Soon
- 13 Greenleaf Kitchen & Cocktails
- 19 Moulin
- A Paragon Café
- A Portola Coffee
- 14 Coming Soon
- A Rich Elixirs
- A Savory Spice Shop
- A Shuck Oyster Bar
- A Sunright Tea Studio
- 20 SusieCakes
- A Taco Maria
- A Temakira
- A The Cheese Shop
- 18 The Guild Club
- A The Mixing Glass
- A We Olive & Wine Bar

## HOME + DESIGN

- 22 Bang & Olufsen
- 32 Brown Jordan
- 35 BoConcept
- 7 Calligaris OC
- 9 Cilek Kids' Room
- 10 Cisco Home
- 34 C.S. WO & Sons
- 37 Coming Soon
- 39 Design Within Reach
- 30 Famosa Tile
- 23 Farrow & Ball
- 27 Futon Shop
- 11 Gather Home
- 38 Hay Design
- 42 HD Buttercup
- 41 La-Z-Boy
- 24 Lightopia
- 21 Ligne Roset & Scavolini
- A Local Fare
- 4 Modani Furniture
- 3 Natuzzi Italia
- 26 Nest Bedding
- 40 PIRCH
- 33 Rejuvenation
- 31 Robert Westley
- 2 Roche Bobois
- 1 Room & Board
- 28 RoomsCapes
- 36 Stark Carpet
- 25 The Shade Store
- 29 The Sliding Door Company