

Point You in the Right Direction

Christian Irwin Gives You the 4-1-1 on The Point in El Segundo

El Segundo

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NAME

Christian Irwin



JOB TITLE

Director of Leasing at Federal Realty



RESIDENT OF

El Segundo by day, Pacific Palisades on nights and weekends



LOCAL LIVING

Grew up in Santa Monica



PEOPLE FOR THE PLANET

→ Outerknown at The Point has a greater purpose of furthering the movement of eco-conscious clothing through responsible and transparent materials, sourcing and supply chain. Outerknown walks the walk. Plus, the clothes look great. The fabrics are high quality, fashionable and it just feels good to support their brand. www.outerknown.com

CHOOSE YOUR FLAVOR

→ I'm excited for Van Leeuwen Ice Cream to open at The Point—who doesn't love ice cream? They have classic and vegan ice creams, cookies, sundaes and milkshakes. www.vanleeuwenicecream.com



QUALITY SEAFOOD

→ UMI by Hamasaku is fantastic! Chef Takahashi is an LA sushi legend who has been operating Hamasaku in West LA for years. If you're local, you know all about Hamasaku; and if you don't, you should! I order the Deluxe Sushi Mori. Fish is fresh, cuts are clean and they keep the ginger flowing! www.umibyhamasaku.com



FOR THE LITTLE ONES

→ Rabbit Ladders is a hidden gem at The Point. The owners and staff know how to create an engaging retail experience and make you feel like part of the family. www.rabbitladders.com



LET'S GET MOVING

→ Lululemon at The Point is my favorite place to shop for athletic clothes. Technical, comfortable and tasteful. I mostly shop for workout shorts here. www.lululemon.com

FAVORITE ITEMS PURCHASED FROM THE POINT

1. Downing sunglasses from Warby Parker
2. Hightide Collection shirt from Outerknown
3. Riviera short sleeve from Bonobos

PARTNER IN CRIME

My wife is my secret weapon. She has incredible instincts, understands retail and gives me fantastic advice.

"There's nothing better than the beach communities of LA. All the access to the hustle and bustle of a big city with a laid back vibe. I wouldn't want to live, work, play anywhere else."
—Christian Irwin

THE POINT

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Photoshoot Location:

OUTERKNOWN

310.853.5405 | www.outerknown.com

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