



Southern Designer Showcase Winners Announced

Belk to Sell Winning Designs in Select Stores and on Belk.com Beginning Spring 2013

CHARLOTTE, N.C., Aug. 2, 2012 – Belk selected 15 winners from more than 170 entrants in the retailer’s Southern Designer Showcase competition. The showcase winners listed below learned today they will have their collections sold in select Belk stores and on Belk.com.

Andrea Brown	Birmingham, Ala.
Amy Baxter	St. Augustine, Fla.
aakofii	Atlanta, Ga.
Faith Thornburg	Savannah, Ga.
Emily Newnam	Beaufort, N.C.
Kathleen Murphy	Charlotte, N.C.
Rosalie Morris	New York, N.Y.
Jazsalyne McNeil	Raleigh, N.C.

Miriam Oehrlein	Wilmington, N.C.
Molly Stevens	Columbia, S.C.
Megan Masters	Florence, S.C.
Blake Vaigneur	Mt. Pleasant, S.C.
Caitlin Moore	Rowlett, Tx.
Hannah Goff	Lexington, N.C.
Jay Reynolds	Atlanta, Ga.

“We are so pleased with the collections offered by this group of emerging Southern designers,” said Arlene Goldstein, vice president of trend merchandising and fashion direction for Belk. “Belk is excited to showcase their fresh new designs in our stores.”

Discovering new Southern design talent and featuring their products in our stores are important elements of Belk’s new Southern Designer Showcase competition. Belk’s merchants are always looking for modern Southern designers throughout the Southeast through university contacts, local merchandise market centers and regional fashion events.

“We are thrilled to be able to introduce new brands that represent the talented South and the modern, Southern style Belk delivers every day,” Goldstein said.

In addition to being sold in select Belk stores and on Belk.com, Southern Designer Showcase competition winning collections will also be featured in Belk’s 125th Anniversary Celebration advertising campaign and showcased on Belk’s Facebook page.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation’s largest privately owned mainline department store company with 303 Belk stores located in 16 Southern states. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership. Its belk.com Web site offers a wide assortment of fashion apparel, shoes and accessories for the entire family along with top name cosmetics, a wedding registry and a large selection of quality merchandise for the home. To connect with Belk via Facebook, Twitter, YouTube, blog, mobile phone text messages or by email, go to: [Belk Get Connected](#).