



## News Release

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### **Belk Celebrates Grand Reopening of Newly Remodeled Store at Danville Mall on Oct. 16**

- *\$3 million remodeling creates modern interior décor with expanded offerings of ladies shoes, premium brands and fashion assortments*
- *Belk men's department now located on second level of main store*
- *Grand reopening events start today with Belk Gift Card Give-away and \$5,000 donation to Danville Lifesaving Crew*

CHARLOTTE, N.C., Oct. 16, 2013 – Belk is celebrating the completion of a \$3 million remodeling of its fashion store at Danville Mall, Danville, Va., with a ribbon-cutting ceremony and other special events and promotions that started today. The 123,000-square-foot store has completely updated its shopping environment and now offers expanded selections of ladies shoes and accessories, premium brands and fashion assortments throughout the store.

As part of the remodeling, the Belk men's store has been relocated from a separate space at the mall to the second level of the main store.

Space has been reallocated for merchandise departments on both levels of the store, with all women's apparel, accessories, shoes and cosmetics located on the first level and the men's and home departments located on level two. The store's updated décor includes new display fixtures, porcelain tile aisles, carpeting, paint and remodeled fitting rooms and restrooms.

The ladies shoe department has been completely remodeled and expanded by nearly 50 percent to almost 8,000 square feet of space. The accessories and handbags departments have been updated to add convenient open-sell fixtures for fashion jewelry. The ladies suits and Today's Woman special sizes departments have also been expanded.

New brands for ladies include Belk's exclusive CYNTHIA Cynthia Rowley apparel, shoes, handbags and jewelry; Jones New York Sport; ladies shoes by Calvin Klein, Sam Edelman, Kenneth Cole Reaction and Ralph Lauren. Featured brands for men include Belk's exclusive MADE Cam Newton shoes, sportswear, blazers, suits and suit separates, which launched earlier this spring. Under Armour will be among the new brands offered in the boys and girls departments.

The store's "Belk and Co. Fine Jewelers" department has also been updated and offers a wider selection of watches and fine jewelry, including diamonds, semi-precious stones, gold and much more. Additionally, both men and women can find great premium denim and tops by Chip & Pepper California, another Belk exclusive.

"This is a great day for Belk and Danville as we formally 'reopen' our modernized fashion store to serve this community," said **Ann Hammock**, store manager. "It represents the latest and best that Belk has to offer and was redesigned and merchandised especially for our customers. We invite everyone to come visit our store and see the wide selections of top fashion brands and styles. Our new shopping

environment was created for the ultimate in customer service, convenience and enjoyment. We're committed to offering the best in Modern.Southern.Style. and continuing our reputation as the department store of choice in the Danville area.

"Our talented team of sales professionals is ready and eager to extend our Belk hospitality and service and to fulfill our customers shopping needs by always providing the fashion they desire and the value and service they deserve."

Belk opened its first store in Danville in 1920 under the Belk Leggett name, and has operated at Danville Mall since 1984.

### **Grand Reopening Events**

Belk of Danville Mall kicked off its grand reopening celebration with a ribbon-cutting this morning and the presentation of a \$5,000 contribution to the Danville Lifesaving Crew. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500.

Other upcoming grand opening events include:

- **Diva Day - Saturday, Oct. 19, noon – 2 p.m.**  
The first 50 "divas" (girls 12 years and under) to walk the red carpet in the girls' 4-16 department will receive VIP treatment, including a "Glamour Shot" photo souvenir, mini-makeovers and a feather boa (while supplies lasts).
- **"Girls Night Out" – Thursday, Oct. 23, 5 – 8:30 p.m.**  
This fun and fashionable celebration of Belk's newest merchandise offerings will feature refreshments, music by a DJ and prize giveaways, including a chance to win a \$1,500 Belk shopping spree and Estee Lauder makeover. Guests will receive a coupon good for 20 percent off purchases of regular and sale merchandise with very limited exclusions.
- **Bridal Event - Saturday, Oct. 26, 1 – 3 p.m.**  
Brides-to-be and other customers are invited to participate in this festive event spotlighting Belk's bridal registry services. Get wedding gift ideas, open a registry, get the latest makeup tips from Clinique and enjoy refreshments and prize giveaways. Register for a chance to win a pair of 1 ct tw round diamond stud earrings valued at \$2,950 from Belk and Co. Fine Jewelers and a Clinique cosmetic gift basket valued at \$200.
- **Shoe Party – Thursday, Nov. 21, 5 – 9 p.m.**  
Belk will shine the spotlight on the latest shoe brands and styles during this event featuring entertainment, refreshments, a 20 percent discount on shoe and accessories purchases with limited exclusions, and a special gift from Estee Lauder.

### **About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest family owned and operated department store company with 301 Belk stores located in 16 Southern states with a growing digital presence. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. Each year, Belk gives a portion of its pretax income back to the communities it serves. In fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. [Belk.com](http://Belk.com) offers a wide assortment of national brands and private label 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 go to [Belk Get Connected](#).

**Modern. Southern. Style.**

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.

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