



## News Release

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### **Belk Celebrates Grand Re-opening of Expanded and Remodeled Fashion Store at Dogwood Festival in Flowood, Miss.**

- ***Expansion and Remodeling of 210,000 -square-foot store brings the latest in Modern.Southern.Style. to Flowood/Jackson region with expanded assortments of top fashion brands***
- ***Grand reopening events start today with Belk Gift Card Give-away and \$5,000 donation to Highland Bluff Elementary Parents Teachers organization***

CHARLOTTE, N.C., Oct. 16, 2013 – The newly expanded and remodeled 210,000-square-foot Belk fashion store at Dogwood Festival shopping center celebrated its grand re-opening today with a ribbon-cutting ceremony, gift card give-aways and other special events and promotions scheduled today and throughout the month.

The store expansion and remodeling, which represents a \$9 million investment by Belk, features the latest in retail design, lighting, merchandise presentation and décor with new display fixtures, porcelain tile aisles, new carpet, energy-efficient lighting, and refurbished restrooms and fitting rooms.

Customers will see many improvements designed to enhance customer convenience and satisfaction. For example, the store's cosmetics department has added Bobbi Brown and features new display bays and fixtures with a new "open sell/assisted sell" concept for Clinique, Estée Lauder and Lancôme to make shopping easier.

New premium brands in women's sportswear include Lilly Pulitzer, Calvin Klein, Michael Kors, Vince Camuto, Eileen Fisher, Jones New York Signature, and Lauren Polo Ralph Lauren. Ladies shoe brands include Dolce Vita, Flogg, Steven, Adrienne Vittadini, Caparros, and G by Guess/Marc Fisher, and new shoe brands for men include Calvin Klein, and Frye. A Coach handbags and accessories shop has also been added, along with designer handbags by Baxter Designs and accessories by Brighton.

Two new exclusive Belk private brands – CYNTHIA Cynthia Rowley sportswear, handbags, jewelry and shoes for women, and MADE Cam Newton shoes, blazers, suits and sportswear for men, are also favorites offered at the expanded store.

Belk of Dogwood Festival completed major expansions of its ladies shoes, handbags and jewelry departments in 2010, and has expanded these areas even more. Other departments that have been expanded include women's better, contemporary and designer sportswear; accessories; cosmetics; men's shoes, sportswear, and big and tall; children's; and home fashions.

The store's Belk and Co. Fine Jewelers shop also offers a wider selection of watches and fine jewelry, including diamonds, semi-precious stones, gold and much more.

“This is a great day for Belk and the Flowood/Jackson area as we formally introduce our beautiful new fashion store to serve this community,” said **Tim O’Dougherty**, 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 this community.

“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.”

The Belk store originally opened as McRae’s at Dogwood Festival in 2002. It was acquired by Belk in 2005, and was expanded and remodeled in 2006.

### **Grand Re-opening Events**

Belk at Dogwood Festival kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to Highland Bluff Elementary Parents Teachers organization. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500. The store also raised money for Mississippi Blood Services at a charity shopping event held Sunday, Oct. 13.

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.