



## News Release

Contact: JR Ernst, store manager, Belk of Pecanland Mall,  
[JR\\_Ernst@belk.com](mailto:JR_Ernst@belk.com), 318-361-2213

### Belk Celebrates Grand Re-opening of Remodeled Fashion Store at Pecanland Mall in Monroe, LA

- Remodeling of 125,000 -square-foot store brings the latest in Modern.Southern.Style. to Monroe community with expanded assortments of top fashion brands
- Grand reopening events start today with Belk Gift Card Give-away and \$5,000 donation to [ARCO](#).

CHARLOTTE, N.C., Oct. 16, 2013 – The newly remodeled 125,000-square-foot Belk fashion store at Pecanland Mall 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, representing a \$6 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 at the store designed to enhance customer convenience and satisfaction. For example, the ladies shoe department has been expanded to nearly 9,000 square feet of space, and the **size of the men's shoes department** has more than double to over 2,000 square feet. New shoe brands added include CYNTHIA Cynthia Rowley, Calvin Klein, Sam Edelman, G by Guess, Kenneth Cole Reaction and Ralph Lauren for ladies and men.

The fashion accessories and handbags departments have also been enlarged and feature new premium brands by CYNTHIA Cynthia Rowley, Michael Kors, and more. The expanded fashion jewelry department introduces open display fixtures to make shopping easier and adds modern jewelry by CYNTHIA Cynthia Rowley and BCBG.

Other merchandise areas receiving more space as part of the remodel include ladies better sportswear, suits and petites; men's better traditional and modern sportswear and pants; and children's departments.

New better sportswear brands for women now offered at the store include Calvin Klein, Karen Kane, Lucky Brand dungarees, Jones New York Signature, Lauren Polo Ralph Lauren, CYNTHIA Cynthia Rowley, and Jones New York petite sportswear. Walcoal bras are also being added. New brands for men will include MADE Cam Newton better sportswear, sport coats, blazers, suits and suit separates. Other new brands include Polo Ralph Lauren for infants, toddlers, boys and girls; and UnderArmour for young men, toddlers, boys and girls.

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 offered at the expanded store, and both men and women can find great premium denim and tops by Chip and Pepper California, exclusively at Belk.

The store's enhanced Belk and Co. Fine Jewelers shop 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 Monroe area as we formally introduce our beautiful new fashion store to serve this community," said JR Ernst, 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 to provide 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 Monroe."

"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 remodeled store originally opened at Pecanland Mall in 1985 under the McRae's name, and was expanded into a second building in 1997. It was converted to Belk in 2005 upon the company's acquisition of McRae's and Profit's stores.

### Grand Re-opening Events

Belk at Pecanland Mall kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to ARCO. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500. The store also raised additional money for ARCO 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](http://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.