



News Release

Contact: Mary Flach, store manager, Belk of Natchez Mall,
Mary_flach@belk.com, 601-442-5559

Belk Celebrates Grand Reopening of Newly Remodeled Fashion Store at Natchez Mall on Oct. 16

- \$2 million project updates shopping environment and expands **store's offerings of** premium brands and latest fashion assortments
- Grand reopening events start today with Belk Gift Card Give-away and \$5,000 donation to the Adams County Habitat for Humanity

CHARLOTTE, N.C., Oct. 16, 2013 – Belk is celebrating the completion of a \$2 million remodeling of its fashion store at Natchez Mall, Natchez, Miss. with a ribbon-cutting ceremony and other special events and promotions that started today. The 77,000-square-foot store has an updated look and now features expanded offerings of premium brands and modern styles.

The store remodeling includes many improvements designed to enhance customer convenience and satisfaction. For example, the ladies shoe department has been expanded by nearly 30 percent and now offers new premium brands that include Ralph Lauren, Calvin Klein, MICHAEL Michael Kors, Sam Edelman, Kenneth Cole Reaction, Korks and Nine West. **The men's shoe department** has more than twice the space and offers new brands such as Ralph Lauren and Calvin Klein.

The **store's** fashion jewelry department is also larger and features open fixtures to make shopping easier. Examples of modern jewelry brands now being offered include CYNTHIA Cynthia Rowley, BCBGeneration, Fossil, Jessica Simpson, Kenneth Cole, Lucky and Nine West.

Other expanded merchandise areas include ladies suits, intimate apparel and men's better sportswear, furnishings and big and tall. New brands for men include **Belk's exclusive MADE** Cam Newton blazers, suits and sportswear. Under Armour, and Polo Ralph Lauren have been added for infants and toddlers.

Assortments of premium and favorite brands now available at Belk of Natchez Mall include CYNTHIA Cynthia Rowley, Lily Bloom, Gloria Vanderbilt, Oshkosh, Keurig and Biltmore For Your Home. The store also continues to offer a wide selection of top name beauty and fragrance products for women and men.

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

"This is a special day for Belk and Natchez as we formally 'reopen' our modernized fashion store to serve this community," said Mary Flach, 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 achieve 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 Natchez 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."

The current Belk store originally opened at Natchez Square as a McRae's store in 1977, and was converted to Belk in 2005 when the company acquired the McRae's and Proffitt's stores.

Grand Reopening Events

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

Other upcoming grand reopening 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) is the nation's largest family owned and operated department store company with 301 Belk stores located in 16 Southern states and 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 the fiscal year ending Jan. 31, 2013, the

company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk stores and belk.com offer a wide assortment of top 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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