



News Release

Contact: Patrick Dunbar, store manager, Belk of Spotsylvania Mall,
Patrick_dunbar@belk.com, 540-786-7100

Belk Celebrates Grand Re-opening of Remodeled Fashion Store at Spotsylvania Mall in Fredericksburg, Va.

- ***Remodeling of 130,000 -square-foot store brings the latest in Modern.Southern.Style. to Fredericksburg with expanded assortments of top fashion brands***
- ***Grand reopening events start today with ribbon cutting, Belk Gift Card Give-away and \$5,000 donation to Greater Fredericksburg Habitat for Humanity***

CHARLOTTE, N.C., Oct. 16, 2013 – The newly remodeled 130,000-square-foot Belk fashion store at Spotsylvania Mall in Fredericksburg, Va. is celebrating 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 total store 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. The store has added more than 5,000 square feet of selling space, expanding select departments including shoes, cosmetics, accessories, men’s apparel, and bedding and bath.

The remodeling will result in improvements designed to enhance customer convenience and satisfaction. For example, the ladies shoes department has been expanded nearly 75 percent to more than 8,000 square feet of space, and a new fashion jewelry area features easy-to-shop open sell fixtures.

The accessories department has added new Coach and MICHAEL Michael Kors designer handbag shops, and new Michael Kors and Lauren sportswear shops have been added in the misses department. Other premium and fashion brands now offered at the renovated store include:

- **Ladies sportswear** – Calvin Klein, Karen Kane, Lucky jeans, Jessica Simpson, Jones New York, Belk’s exclusive CYNTHIA Cynthia Rowley and others
- **Ladies shoes** – Calvin Klein, Frye, MICHAEL Michael Kors, Sam Edelman, Kenneth Cole Reaction, Ralph Lauren, Keen, and others
- **Accessories** – designer handbags by Katie Kalsi, Frye and modern jewelry by BCBG and CYNTHIA Cynthia Rowley, and more
- **Intimate apparel** – Wacoal, B.Tempt’d, Calvin Klein, DKNY, Lily Bloom and others,
- **Men’s apparel** – sport coats, blazers, suits and suit separates by Belk’s exclusive MADE by Cam Newton, and more
- **Men’s shoes** – Ralph Lauren, MADE by Cam Newton and others
- **Kids** – Polo (infants and toddlers, boys 4-7 and 8-20), Under Armour, and more
- **Home** – luggage by Calvin Klein, Trunk and Trolley, Under Armour and others.

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 Fredericksburg as we formally ‘reopen’ our modernized fashion store to serve this community,” said **Patrick Dunbar**, 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 Fredericksburg 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 has served Fredericksburg from its store at Spotsylvania Towne Centre since 1980, and opened its original store in Fredericksburg under the Leggett name in 1956. The store was remodeled and expanded by 31,000 square feet in 1993.

Grand Re-opening Events

Belk at Spotsylvania Mall kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to Greater Fredericksburg Habitat for Humanity. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500. The store also raised money for the Greater Fredericksburg Habitat for Humanity 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) 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 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.