



## News Release

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Contact: Jessica Graham, 704-426-8333, [Jessica.graham@belk.com](mailto:Jessica.graham@belk.com)  
Keri Drake, 704-552-6565, [Keri.Drake@lgapr.com](mailto:Keri.Drake@lgapr.com)

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### Belk and Cynthia Rowley Bring *Modern.Southern.Style.* Into the Home with Exclusive New Collection

#### ***Vibrant and Stylish Collection Includes Bedding, Décor and Tabletop Items***

CHARLOTTE, N.C., May 5, 2014 – Belk, Inc. is proud to introduce CYNTHIA Cynthia Rowley for the home. This exclusive collection is a fresh mix of artistic prints and bright colors combined in unexpected ways and is destined to rejuvenate your décor. These home items add to the already diverse offering of exclusive women’s clothing, accessories, handbags and shoes currently available under the CYNTHIA Cynthia Rowley brand at select Belk stores and on [belk.com](http://belk.com).

CYNTHIA Cynthia Rowley for the home is available exclusively in 70 Belk locations as well as through [belk.com](http://belk.com).

The [CYNTHIA Cynthia Rowley collection](#) lets customers experience fine linens and chic home decor with Cynthia’s signature “wink” and creative use of bold color. Key items available in this line include:

- Beautifully detailed embroidered cotton comforter sets (\$308-334)
- Luxurious quilted cotton coverlets (\$134-160)
- Jacquard cotton sheet sets (\$134-160)
- Decorative pillows in bright colors and quirky patterns (\$68)
- Uniquely patterned tabletop and entertaining collection (\$10-36)

“We are so excited to add this distinctive and trendy brand to our home offerings,” said Kathryn Bufano, president and chief merchandising officer at Belk. “We believe this line will allow our customers to bring modern, Southern style into their homes in unique ways, and express personal style not only through their clothing, but through their decor.”

#### **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 300 Belk stores located in 16 Southern states and a growing digital presence. Its [belk.com](http://belk.com) website 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. 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. In the fiscal year ended Feb. 1, 2014, the company and its associates, customers and vendors donated more than \$20.9 million to communities within Belk market areas.

Belk offers [many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, YouTube, Google Plus and Belk Blog, and provides exclusive offers, fashion updates, sales notifications

and coupons via email or mobile phone text messages. Customers can also download the latest Belk mobile apps for the iPad, iPhone or Android.

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