



Belk's 'Most Wanted List' packs a punch for men's style this spring

Casual cool meets the man on the move with hi-tech add ons, bold prints

CHARLOTTE, N.C., January 12, 2015---From the men's designer runways to today's trendiest streets, all things fresh and modern feel so right. It's time to build on the past and be in the present. To go casually cool and be sartorially sensational. Stand-out style is made simple with the men's most wanted list.

Men's Most Wanted List:

1. **Updated Polo:** With a few contemporary twists this wardrobe classic is cooler than ever. Check out new twisted yarns and performance technology. The newest pocket treatments marry fashion and function.
2. **Shorter Shorts:** Show a little leg. Flat front, streamlined, and so now! A range of neutrals and pops of saturated brights celebrate a trend right color story.
3. **Bold Prints:** Go bold or go home. In your face florals, new tropicals and explosive plaids will peak your interest, most often in unpredictable color pairings. Prepare to pattern.
4. **Jog shorts:** Knits are newest and this season super sporty goes super stylish. Pair *Borrowed from the Gym* items with more polished wardrobe options.
5. **Athletic-Inspired Knits:** Raise your fashion scorecard. Mesh insets, fabric blocking, piping, and banding take active gear, especially tops, to the next level. Game on. This item can mingle with almost everything in the closet.
6. **Plaid Sport Coat:** Prepare to prep. This season, go beyond the basics with a super sharp jacket that is sure to impress even the fashion crowd. Dare to be dapper.
7. **White Pants:** Raise the cool quotient of any look with the bottom that is bound to be a warm weather wonder. Don't wait for summer.
8. **Spring Suit:** Suit yourself, but nothing says spring like a simple, lightweight version of this tried and true mainstay. Khaki, seersucker, and a range of soft cool blues head the list of outstanding options.
9. **Fashion Add-Ons:** Elegant extras are a must. Check out tie bars, boutonnieres, sleek new belts, and colorful pocket squares. Add some sartorial chic to your wear now wardrobe. It's really cool to look cool.
10. **Sneaker Style Slip-Ons:** The man on the move will define personal style with a versatile shoe that is a trendsetter's dream. Laid back has never looked so good.

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 300 Belk stores located in 16 Southern states and a growing digital presence. Its 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.

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About Arlene Goldstein

A seasoned fashion veteran, Arlene Goldstein is Vice President of Trend Merchandising and Fashion Direction for Belk, Inc. With more than 25 years in the industry, her extensive fashion knowledge and keen eye for style has deemed her an expert in the field. She also leads Belk's special events department and is instrumental in maintaining Belk's image as a leader in the retail industry. Early in her career, she served Parisian as Director of Special Events and later as Fashion Director. She was promoted to Vice President of Trend Merchandising for Saks, Inc., bringing color and trend direction to the various department store operating divisions under the Saks, Inc. umbrella.

Ms. Goldstein travels to fashion capitals in the United States and around the world, such as New York, Paris, London and Milan, to explore emerging trends in order to bring her special brand of style back to Belk. She collaborates with Belk merchandising, private brands and marketing to set the tone seasonally, bringing a distinct and trend-right point of view to Belk customers, and she is constantly in demand as a fashion resource for stylists and fashion publications throughout the country and has served as a contributor to The Huffington Post in the HUFFPOST STYLE section

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