



Spring 2015 Style Statements forecast ‘Modern Mashup’:

It’s all about the twist

Rewind, remix and rewrite the rules

CHARLOTTE, N.C., January 12, 2015---Spring 2015 is all about the Modern Mashup. It’s time to rewind and remix giving even the most classic items an eclectic twist. Stand-out style is made simple this season, and for women, Belk's Spring 2015 Style Statements are as versatile as they are striking.

“Spring 2015 fashion is all about casting new light on familiar objects,” said Arlene Goldstein, vice president of trend merchandising and fashion direction for Belk, Inc. “While the classic combinations are back, unexpected pairings are the latest buzz. Whether it’s a mix of fabrics, themes or techniques, the freedom to experiment is refreshing and bold.”

Belk Spring 2015 Style Statements:

Garden Party

Imagine a fashion folio showcasing dreamy pales and mid-tones, a wardrobe of whites, florals and beautiful botanicals. Think, lace-like textiles, sheers, intricate appliques, embroideries, and crystal pleats. Flower-motifs are everywhere. Expect amazing accessories like colorful stone treatments, pearl variations and statement earrings, polished off with lady-like handbags and single sole pumps—often with ankle interest.

Sport Chic

This trend is borrowed from the gym. Performance fabrics like jersey, double knits, nylon mesh and scuba are complemented by innovative perfs, color blocking and contrast zippers. Athletic-inspired hoodies, bombers, halters and jog pants are paired with more polished items. Stylish sneakers as well as sneaker-influenced sandals and sport-style booties with new-age backpacks and totes are a must.

Spare Me

Expect a modern aesthetic highlighting architectural forms like A-line, columns and trumpet skirts, along with tunics, over-sized shirtings and trapeze dresses. Rely on advanced shine, sheers, unexpected fabric mixes and coated surfaces, along with bold stripes, artistic scribble, grids and photo realism as some of

the modern fabric options. Bold cuffs, chokers, over-sized clutches, mini bags, and shoes with bottom interest will have you putting your best foot forward.

Islander

A travelogue full of pattern mixes, wraps, ties, tassels, and fringe will feel so fresh. Exotic details include beading and embroideries with eye-catching bright colors. Mixed media is the message for add-ons with an organic flavor. Add layered necks, arm candy, big gold hoops, statement earrings, head wraps and strappy sandals with bold bottoms.

This spring, modern, southern style is all about the mix. Whether it's sleek and edgy, hi-tech casual, exotic details or beautiful botanicals, Belk's 2015 Spring Style features a touch of the unexpected. The look is in the mix and modern, southern style is helping to rewrite the rules.

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.

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.

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 (<http://www.huffingtonpost.com/arlene-goldstein/>). Follow her on Twitter @BelkFashionBuzz

###