



Women's 'Most Wanted Fashion Forecast' serves up seasonable must haves for spring 2015

CHARLOTTE, N.C., January 12, 2015---Giving any wardrobe an elegant, of-the-moment update will be a cinch with **Belk's Most-Wanted List**. From impeccably tailored to wonderfully whimsical, these must-have items offer the ideal ingredients for a tasty spring remix. Get cooking!

Women's Most Wanted List:

1. **Kimono:** Soft and luxurious, this new completer piece brings a cool, new twist to high level layering. It works over a dress or with a pant. So modern, southern, stylish!
2. **Soft Pants:** Easy wear. Easy care. From jog pants and palazzos, to new again gauchos and culottes, these bottoms are elegant and awesome. Pair with booties, pumps, or ankle strap high-heel sandals.
3. **Easy Fit Top:** Let loose and go big—at least bigger with shapes that feel modern and relaxed. This is the top that updates almost everything.
4. **Matched Set:** Two piece dressing is back and bound to be a fashion front runner. Style setters will certainly take notice of the eye-catching duo.
5. **Longer Skirt:** Midi, maxi, or just over-the-knee, this wardrobe staple is taking a flirty turn. Check out pleated versions. They are fast becoming a fan favorite.
6. **Jumpsuit:** The all-in-one is the new again, chic and easy sportswear piece. Fit is everything. Keep your options open so you can get a “jump” on the season.
7. **Floral Dress:** Calling all flower girls! This is the frock that feels so fresh. Bold patterns energize any silhouette. Shifts and sheaths; fit and flair, and trapeze shapes. No shrinking violets, please. Bloomsday has arrived!
8. **Statement Earrings:** The chic inner circle is saying “Yes” to over-the-top jewelry pieces, especially at the ear. These prizes pack a punch when it comes to elevating warm weather style. It will be easy.
9. **Glitzy Sandals:** Have a thing for bling? Well, step it up for spring in shoes that are built to handle pizzazz! Pearls, bold stones, sequins, and other sparkly stuff will perfectly punctuate most any look.
10. **Look at Me Lips:** A knockout pout is perfectly poised to be a number one accessory for spring. Matte or super shiny, creamy and colorful. From coral to fuchsia, the hues are flat-out fab. Let the drama begin.

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.

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