



charity SALE

SUPPORTING
OUR SOUTHERN
COMMUNITIES

SAVE ON RARELY DISCOUNTED BRANDS

FREE PEOPLE, FRYE, CALVIN KLEIN,
KAREN KANE, VINCE CAMUTO,
COACH, DOONEY & BOURKE
& SO MANY MORE!

4 HOURS ONLY!

SATURDAY, MAY 5
6-10AM • IN STORE ONLY
PRIVATE TICKETED EVENT*

ALL DAY MAY 5
**EARN
TRIPLE
REWARDS***
ON BEAUTY &
WACOAL PURCHASES! **BACK IN REWARDS***

	3%	9%
	4%	12%
	5%	15%

*Subject to credit approval. See Belk Rewards
program terms for details.

*Private ticketed event. Must have ticket to shop sale
See inside for details

SPECIAL BEAUTY OFFER
IN STORE ONLY SAT, MAY 5

20% OFF

REGULAR OR SALE PRICED
BEAUTY PURCHASE*

*Exclusions apply. See page 2



charity & SALE



SUPPORT

**YOUR \$5 CHARITY SALE
TICKET* SUPPORTS LOCAL
ORGANIZATIONS AND SCHOOLS**

Tickets on sale at the door. See back for details

SHOP

GET \$5 OFF YOUR
FIRST PURCHASE**

Exclusions apply. See back for details

SAVE

**ON RARELY DISCOUNTED
DESIGNER BRANDS**

FREE

GIFT CARD*
TO THE FIRST 100 CUSTOMERS
IN EACH STORE
SATURDAY, MAY 5 ONLY**

In store only. See back for details

BEAUTY GIFTS

See back for details

MORE INFO AT
BELK.COM/STOREEVENTS

Coupon can only be used once and must be presented to your sales associate at the time of purchase. Qualifying purchase must be before tax. *Excludes Red Dot, Clearance, Earlybirds, Night Owls, Doorbusters, Bonus Buys, Super Buys, Everyday Values and 2 for pricing. Not valid on prior purchases, phone or special orders, or on belk.com. Cannot be redeemed for cash, credit or refund or used in combination with any other discount or coupon offer. Valid in store only. May 5, 2018.

WOMEN'S

TAKE AN EXTRA

25% OFF ENTIRE STOCK WOMEN'S
SUIT SEPARATES INCLUDING PETITE AND CURVY
from Kasper, Nine West, Calvin Klein and Tahari
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

25% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE FASHION, DESIGNER AND
BETTER DRESSES from Ralph Lauren, Tahari ASL,
Nine West, American Living, Calvin Klein, Vince
Camuto and more
UP TO 50% TOTAL SAVINGS

TAKE AN EXTRA

25% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE DRESSES from Jessica
Howard, Robbie Bee, MSK, Gabby Skye and more
*Excludes Everyday Values
OVER 50% TOTAL SAVINGS

TAKE AN EXTRA

25% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE CAREER AND CASUAL
SPORTSWEAR INCLUDING PETITE AND CURVY from
Crown & Ivy™, Kim Rogers®, New Directions®, Ruby Rd,
Alfred Dunner, Gloria Vanderbilt, Bandolino and more
*Excludes Everyday Values
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

25% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE KNIT & WOVEN TOPS,
SWEATERS, PANTS & ATHLEISURE INCLUDING
PETITE AND CURVY from Kim Rogers®
Exclusively at Belk
*Excludes Everyday Values
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

20-25% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE ACTIVEWEAR from Zelos,
Columbia, Jessica Simpson TheWarmUp, Pebble
Beach and more
Columbia and Zelos also in curvy sizes
*Excludes Nike
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

20% OFF ENTIRE STOCK WOMEN'S
REGULAR AND SALE BETTER SPORTSWEAR
INCLUDING PETITE AND CURVY from Calvin Klein,
Vince Camuto, Karen Kane, Lauren Ralph Lauren, Anne
Klein Sportswear, The Limited, Lucky Brand, Nine West,
Vintage America, Democracy, Chaus, Crown & Ivy™,
Rafaella, Grace, Fever and more
*Excludes Michael Kors
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

20% OFF WOMEN'S REGULAR AND SALE
RESORT, BRIDGE & CONTEMPORARY SPORTSWEAR
INCLUDING PETITE AND CURVY from Madison,
Kaari Blue, Jessica Simpson, Free People, French
Connection, 7 For All Mankind, Hudson, Joe's Jeans,
William Rast, 1. State, Sanctuary, Eileen Fisher, Vineyard
Vines, BCBGMAXAZRIA, Trina Turk and
select Lilly Pulitzer styles*
*Excludes Lilly Pulitzer new arrivals, "always in stock" items and
Eileen Fisher Systems
UP TO 55% TOTAL SAVINGS

TAKE AN EXTRA

20% OFF ENTIRE STOCK[®] WOMEN'S REGULAR AND SALE SWIMWEAR from Lauren Ralph Lauren, Anne Cole, Bleu by Rod Beattie, MICHAEL Michael Kors, Kate Spade New York, Crown & Ivy[™] and more

*Excludes Everyday Values and Nike
UP TO 55% TOTAL SAVINGS

YOUNG CONTEMPORARY

TAKE AN EXTRA

25% OFF ENTIRE STOCK[®] YOUNG CONTEMPORARY REGULAR AND SALE INCLUDING CURVY from Wonderly, True Craft[™], Jolt, Taylor & Sage, Celebrity Pink, YMI, Eyeshadow, As U Wish, Pink Rose and more

*Excludes Super Buys
UP TO 50% TOTAL SAVINGS

MEN'S

TAKE AN EXTRA

20% OFF REGULAR AND SALE MEN'S DESIGNER SPORTSWEAR INCLUDING BIG & TALL from Polo Ralph Lauren, Nautica, Calvin Klein, Tommy Bahama, Vineyard Vines, Perry Ellis, Premium Designer Denim and more

TOTAL SAVINGS UP TO 60% OFF

TAKE AN EXTRA

20% OFF YOUNG MEN'S TRUE CRAFT, LICENSED GRAPHIC TEES AND YOUNG MEN'S CONTEMPORARY FASHIONS

TOTAL SAVINGS UP TO 55% OFF

TAKE AN EXTRA

20% OFF MEN'S PANTS, SHORTS, JEANS, BELTS, WALLET, UNDERWEAR, LOUNGEWEAR AND SOCKS

*Excludes Under Armour, Nike and Brighton
TOTAL SAVINGS UP TO 50% OFF

TAKE AN EXTRA

20% OFF REGULAR AND SALE MEN'S SUITS, SUIT SEPARATES, DRESS SHIRTS AND TIES INCLUDING BIG & TALL from Austin Reed, Lauren Ralph Lauren, Tommy Hilfiger, Reaction Kenneth Cole, Calvin Klein, MICHAEL Michael Kors and more

TOTAL SAVINGS UP TO 65% OFF

TAKE AN EXTRA

20% OFF MEN'S DESIGNER SPORTSWEAR, ACTIVEWEAR, AND TEAM APPAREL INCLUDING BIG & TALL from Columbia, Izod, Chaps, Van Heusen, Crown & Ivy, Saddlebred and more

KIDS'

TAKE AN EXTRA

25% OFF REGULAR AND SALE NEWBORN, INFANT, BOYS' 2-20 AND GIRLS' 2-16 APPAREL AND KIDS' ACCESSORIES from True Craft, Lightning Bug, Zelos, Ocean & Coast, Nursery Rhyme, IZOD, OshKosh[®], Calvin Klein, Chaps, Lee[®], Levi's[®], Polo Ralph Lauren, Crown & Ivy[™], Columbia, Adidas and more

*Excludes Super Buys and Nike
TOTAL SAVINGS UP TO 45% OFF

HOME

TAKE AN EXTRA

20% OFF ENTIRE STOCK[®] REGULAR AND SALE HOME FAVORITES including fashion bedding, sheets, pillows, mattress pads, bath, cookware, dinnerware, glassware, houseware, luggage and more

*Excludes Breville Cookware, Herend, Mottahedeh, Nike and Under Armour
TOTAL SAVINGS UP TO 50% OFF

TAKE AN EXTRA

20% OFF ENTIRE STOCK[®] REGULAR AND SALE HOME DESIGNER BRANDS including Ralph Lauren, Biltmore[®], Southern Tide, Nautica, Kate Spade New York, Tommy Bahama and more

*Excludes Under Armour
TOTAL SAVINGS UP TO 50% OFF

TAKE AN EXTRA

15% OFF ENTIRE STOCK[®] REGULAR AND SALE KITCHEN ELECTRICS AND HOME TECHNOLOGY from KitchenAid[®], Cuisinart, Keurig and more

*Excludes Vitamix, Breville and Fitbit
TOTAL SAVINGS UP TO 50% OFF

SHOES

TAKE AN EXTRA

25% OFF ENTIRE STOCK[®] REGULAR & SALE WOMEN'S, MEN'S & KIDS' DESIGNER DRESS, CASUAL & SANDALS from Jack Rogers, Dolce Vita, Free People, Marc Fisher, Frye (men's & women's), Kate Spade New York, Vince Camuto, Sam Edelman, Cole Haan, Johnston & Murphy and more

*Excludes Hunter, MICHAEL Michael Kors, TOMS, and Ugg
TOTAL SAVINGS UP TO 50% OFF

TAKE AN EXTRA

25% OFF ENTIRE STOCK[®] REGULAR & SALE WOMEN'S, MEN'S & KIDS' DRESS, CASUAL & SANDALS from Vionic, Adidas, Vans, Jessica Simpson, Lucky Brand, Ralph Lauren, Tommy Hilfiger, Sperry, G by Guess, Dansko, Merrell and more

*Excludes Nike, Under Armour and Birkenstock
TOTAL SAVINGS UP TO 50% OFF

INTIMATES

TAKE AN EXTRA

25% OFF ENTIRE STOCK[®] REGULAR AND SALE BRAS, PANTIES AND SHAPEWEAR from Calvin Klein, DKNY, Free People and more designers. Plus, Bali, Playtex, Maidenform, Vanity Fair, ND Intimates, Kim Rogers and more

*Excludes Wacoal (see front cover for reward details), Natori and Spanx

TOTAL SAVINGS UP TO 55% OFF

TAKE AN EXTRA

25% OFF ENTIRE STOCK REGULAR & SALE SLEEPWEAR AND ROBES from Lauren Ralph Lauren, ND Intimates[®], Eileen West, Miss Elaine, HUE, Ellen Tracy, Kim Rogers[®] and more

TOTAL SAVINGS UP TO 55% OFF



FINE JEWELRY

30% OFF ENTIRE STOCK* FINE JEWELRY WATCHES from Movado, Gucci, Tissot, Swiss Army, Bulova, Citizen, Seiko & Wenger
*Excludes smart watches and clearance

TAKE AN EXTRA
20% OFF ENTIRE STOCK* FINE JEWELRY including diamonds, gemstones, gold, silver and pearls from Le Vian, EFFY and Belk & Co
*Excludes Fine Jewelry watches and clearance
PLUS, 70% OFF FINE JEWELRY CLEARANCE

ACCESSORIES

TAKE AN EXTRA
25% OFF ENTIRE STOCK* REGULAR AND SALE DESIGNER HANDBAGS AND SMALL LEATHER GOODS from Brahmin, Dooney & Bourke, Hobo, Frye, Patricia Nash, Coach, Vera Bradley, Spartina 449, Fossil, Lucky and Diba True
*Excludes Brighton
TOTAL SAVINGS UP TO 45% OFF

TAKE AN EXTRA
25% OFF ENTIRE STOCK* REGULAR & SALE HANDBAGS, WALLETS, HOISERY, ACCESSORIES, SLIPPERS & SUNGLASSES from B.O.C., The Sak, Nine West, Anne Klein, Jessica Simpson, HUE, Hanes, Spanx & more
*Excludes Nike and Under Armour
TOTAL SAVINGS UP TO 45% OFF

TAKE AN EXTRA
50% OFF DESIGNER HANDBAG CLEARANCE
TOTAL SAVINGS UP TO 75% OFF

JEWELRY

FREE BRIGHTON EARRINGS OF YOUR CHOICE WITH PURCHASE OF A BRIGHTON NECKLACE AND BRACELET

TAKE AN EXTRA
25% OFF ENTIRE STOCK* DESIGNER & FASHION WATCHES from Fossil, Anne Klein, G-Shock, Kate Spade New York, Guess, Skagen, Coach, Armani Exchange, Diesel, Original Grain and more
*Excludes Fossil Q, Michael Kors, Kate Spade Connected, Diesel Connected and markdowns
TOTAL SAVINGS UP TO 55% OFF

TAKE AN EXTRA
25% OFF ENTIRE STOCK REGULAR AND SALE BELK SILVERWORKS AND BRIDGE JEWELRY
TOTAL SAVINGS UP TO 70% OFF

TAKE AN EXTRA
25% OFF ENTIRE STOCK REGULAR AND SALE JEWELRY from Kim Rogers[®], New Directions[®], Napier, Erica Lyons, Crown & Ivy[™], Kaari Blue[™], True Craft[™] and more
TOTAL SAVINGS UP TO 45% OFF

TAKE AN EXTRA
25% OFF ENTIRE STOCK REGULAR AND SALE DESIGNER JEWELRY from Kate Spade New York, Anne Klein, Lauren, Nadri, Carolee, Spartina 449, Vince Camuto and more
TOTAL SAVINGS UP TO 45% OFF

BEAUTY FREEBIES & OFFERS While quantities last

ESTÉE LAUDER
FREE 7-PIECE GIFT
with any \$37.50
Estée Lauder purchase

LANCÔME PARIS
FREE 7-PIECE GIFT
with any \$35 Lancôme
Paris purchase

CLINIQUE
FREE 9-PIECE GIFT
with any \$55
Clinique purchase

MAC
**FREE CLEANSE
OFF OIL SAMPLE**
with any MAC purchase

BOBBI BROWN
FREE 3-PIECE GIFT
with any \$50 Bobbi
Brown purchase

JUICY COUTURE
**\$25 VIVA LA JUICY
COFFRET**
Original retail \$39

ERNO LASZLO
FREE 2-PIECE GIFT
with any \$50 Erno
Laszlo purchase

**BUY MORE, GET MORE
FREE DELUXE SAMPLE**
with any \$125 Erno
Laszlo purchase

PHILOSOPHY
**FREE AMAZING GRACE
+ ULTIMATE MIRACLE
WORKER EYE SAMPLES**
with any \$35
Philosophy purchase

KIEHL'S SINCE 1851
FREE 4-PIECE GIFT
with any \$85 Kiehl's
Since 1851 purchase

MONTBLANC
**FREE MONTBLANC
LEGEND BODY SPRAY**
with the purchase of
a 3.3oz Eau de Toilette
Montblanc Legend spray
Original retail \$90

CLARINS
**FREE CLARINS LOTUS
OIL 5ML SAMPLE**
with any Clarins purchase

LAURA GELLER
**FREE BAKED GELATO
SWIRL GILDED HONEY**
with any \$35 Laura
Geller purchase

LAURA MERCIER
FREE 2-PIECE GIFT
with any \$50 Laura
Mercier purchase

ESTÉE LAUDER LANCÔME PARIS CLINIQUE MAC Juicy Couture philosophy BOBBI BROWN

ALL OFFERS EXCLUDE EVERYDAY VALUES & SUPER BUYS STOREWIDE

*\$5 Tickets on sale at the door. Must purchase ticket to shop special sale hours. **Ticket valid on your first regular, sale or clearance purchase, including cosmetics & fragrances. Excludes 2 for pricing, Adidas, Birkenstock, Breville, Brighton, Columbia, Dr. Martens, Eileen Fisher Systems, Fitbit, Hunter Boots, Kors Studio, Michael Kors, Nike; smart wearables by Diesel, Emporio Armani, Fossil Q, Kate Spade & Skagen; TOMS, Ugg, Under Armour, Victorinox, Vitamix, Wacoal and salon services. Not valid on phone orders or on belk.com. No cash back. Limit one \$5 discount per customer. Must purchase \$5 ticket to shop special sale hours. ***100 Belk gift cards per store valued anywhere from \$5 to \$1000 will be given away. One lucky person per Belk Division (for a total of 2 winners) will walk away with a gift card worth \$1000. No purchase necessary. One per adult customer, while supplies last. May vary by store. © 2014 Belk Company. For more information, visit belk.com.