

 **belk** intimates BELK.COM  
MODERN. SOUTHERN. STYLE.



**belk** intimates BELK.COM  
MODERN. SOUTHERN. STYLE.

**GREAT BRANDS  
GREAT FITS  
EVENT**

STARTS SUNDAY, AUG. 2

**BUY 1  
GET 1  
FREE\***

**BRAS**

BY BALI, OLGA,  
BARELY THERE, LILYETTE,  
PLAYTEX & MORE

**25%<sub>off</sub> SHAPEWEAR**

**25%<sub>off</sub> SELECT JOCKEY\***

**4 FOR \$24 PANTIES**

AUGUST 2-15

**EXTRA 20%  
OFF**

entire regular & sale priced  
intimate apparel purchase\*

Not valid on Charity Sale 6-10am Nov. 8 or for pre-sell.  
Exclusions apply. See page 2 for details.



**belk**

BELK.COM  
belk intimates  
MODERN. SOUTHERN. STYLE.

SEMI ANNUAL  
*STOCK UP*  
**SALE**

STARTS SUNDAY, AUG. 2

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GET 1  
FREE\***

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25%<sub>off</sub> SHAPEWEAR

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4 FOR \$24 PANTIES

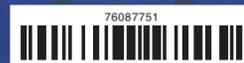
FIND YOUR  
**FIT**  
BRA FIT EVENT  
AUGUST 2-7 AT BELK

AUGUST 2-15

EXTRA **20%  
OFF**

entire regular & sale priced  
intimate apparel purchase\*

Not valid on Charity Sale 6-10am Nov. 8 or for pre-sell.  
Exclusions apply. See page 2 for details.



belk

# FIND YOUR FIT

BRA FIT EVENT  
AUGUST 6-9 AT BELK

## Chances are, you're wearing the wrong size bra.

7 of 10 women are. Change your odds at our **4-DAY BRA FIT EVENT**



OLGA® COMFORT BRAS  
Orig. 37.00, 2nd bra FREE

Does your bra feel too tight, or ride up in the back?

Do your bra straps fall down?

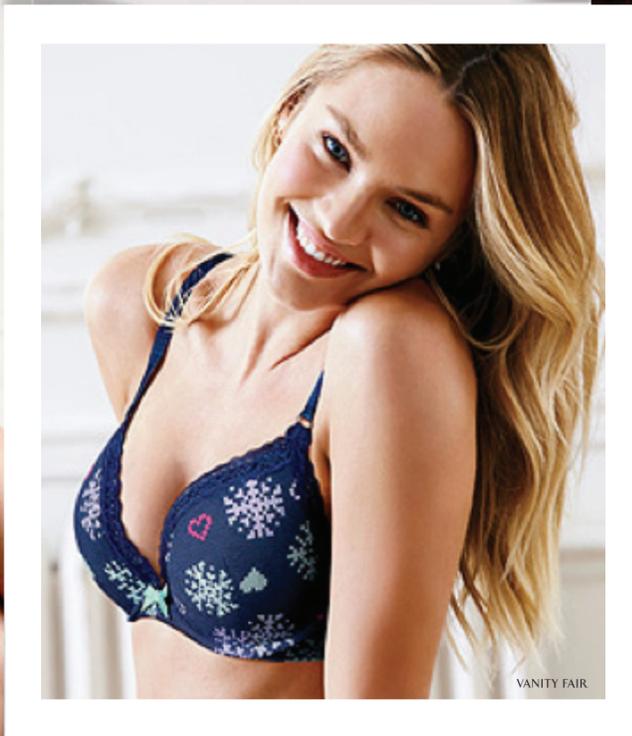
Come to any Belk Intimate Apparel department and let one of our Certified Fitters help you select the right bra size and style for your wardrobe needs.



# DESIGNER LUXE CALVIN KLEIN, DKNY, NATORI, CHANTELLE AND MORE



**12<sup>99</sup>** YOUR CHOICE  
 OLGA® OR BARELY THERE® COMFORT BRAS  
 Style here  
 Orig. 00.00  
 Available in sizes 34-54 B-DDD



**12<sup>99</sup>** YOUR CHOICE  
 OLGA® OR BARELY THERE® COMFORT BRAS  
 Style here  
 Orig. 00.00  
 Available in sizes 34-54 B-DDD



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 OLGA® OR BARELY THERE® COMFORT BRAS  
 Style here  
 Orig. 00.00  
 Available in sizes 34-54 B-DDD

FIND YOUR FIT  
**BRA FIT EVENT**  
 AUGUST 6-9 AT BELK

EXTRA 20% OFF WITH YOUR COUPON See cover for details

14<sup>99</sup>  
 YOUR CHOICE  
 BALI®  
 COMFORT BRAS  
 Orig. 50.00-60.00



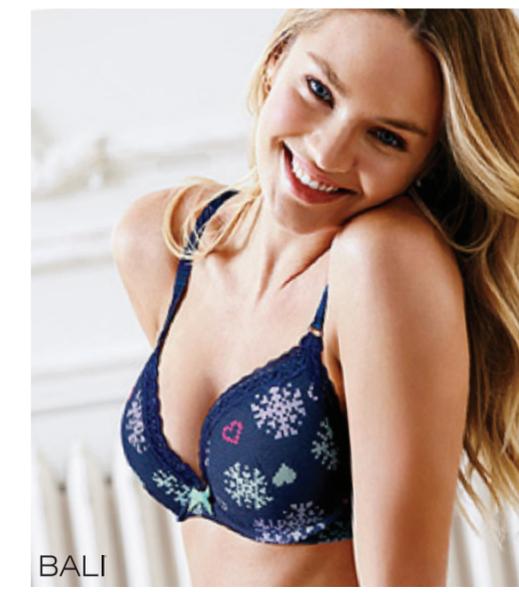
BALI

BALI® comfort  
 now you're fitting pretty



BALI

12<sup>99</sup>  
 YOUR CHOICE  
 BALI® COMFORT BRAS  
 Style here



BALI

12<sup>99</sup>  
 YOUR CHOICE  
 BALI® COMFORT BRAS  
 Style here



BALI

FIND BALI® BRAS IN YOUR SIZE:

	34	36	38	40	42	44
B	●	●	●	●	●	●
C	●	●	●	●	●	●
D	●	●	●	●	●	●
DD		●	●	●	●	●
DDD		●	●	●	●	●
G			●	●	●	●

Sizes vary by style



YOUR BRANDS. YOUR SIZES. YOUR STYLES.  
 If it's not in store we'll ship directly to your door.  
 Ask a sales associate for details.

On these pages: imported

BELK.COM FREE SHIPPING\* with \$75 purchase  
 NOV. 2-15. FREE SHIPPING\* ON ALL COSMETICS ORDERS!  
 ELITE FREE SHIPPING\* - ALL ORDERS, NO MINIMUM - with Elite Card.  
 \*Standard shipping only, \$9.50 Flat Rate on all other orders. See belk.com for details.

BELK.COM/intimates or by phone 1-866-235-5443 6

# WACOAL®



WACOAL® BRA STYLE  
Style here  
Style here  
00.00  
Available in sizes 34-54 B-DDD



WACOAL® BRA STYLE  
Style here  
Style here  
00.00  
Available in sizes 34-54 B-DDD

FIND BALI® BRAS IN YOUR SIZE:

	34	36	38	40	42	44
B	●	●	●	●	●	●
C	●	●	●	●	●	●
D	●	●	●	●	●	●
DD	●	●	●	●	●	●
DDD	●	●	●	●	●	●
G	●	●	●	●	●	●

Sizes vary by style



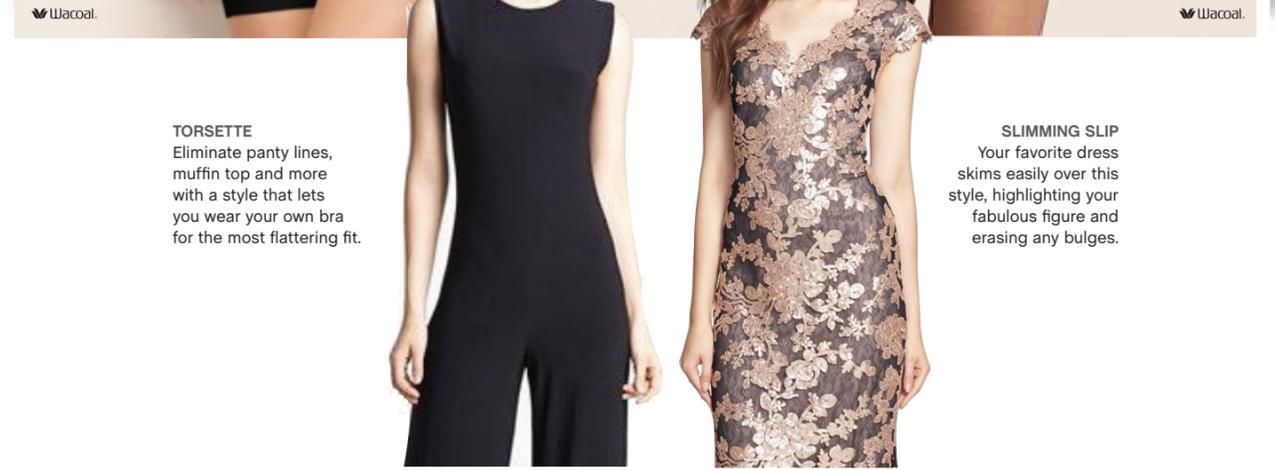
## your secret's safe with us

smoothing help where you need it most



WACOAL® SHAPEWEAR STYLE  
Style here  
Style here  
00.00

WACOAL® SHAPEWEAR STYLE  
Style here  
Style here  
00.00



**TORSETTE**  
Eliminate panty lines, muffin top and more with a style that lets you wear your own bra for the most flattering fit.

**SLIMMING SLIP**  
Your favorite dress skims easily over this style, highlighting your fabulous figure and erasing any bulges.

EXTRA 20% OFF WITH YOUR COUPON See cover for details

BELK.COM/intimates or by phone 1-866-235-5443 24

23 BELK.COM FREE SHIPPING\* with \$75 purchase NOV. 2-15. FREE SHIPPING\* ON ALL COSMETICS ORDERS!

ELITE FREE SHIPPING\* - ALL ORDERS, NO MINIMUM - with Elite Card. \*Standard shipping only, \$9.50 Flat Rate on all other orders. See belk.com for details.

# 3 for 19<sup>99</sup> PANTIES

BY ND INTIMATES & KIM ROGERS INTIMATES Item here and here. Orig. 00.00 ea.



hit bottoms *our bestsellers combine personality & performance*



# 3 for 19<sup>99</sup> PANTIES

BY ND INTIMATES & KIM ROGERS INTIMATES  
Item here and here  
Orig. 00.00 ea.



11 BELK.COM FREE SHIPPING\* with \$75 purchase NOV. 2-15. FREE SHIPPING\* ON ALL COSMETICS ORDERS! ELITE FREE SHIPPING\* - ALL ORDERS, NO MINIMUM - with Elite Card. \*Standard shipping only. \$9.50 Flat Rate on all other orders. See belk.com for details.

On these pages: imported BELK.COM/intimates or by phone 1-866-235-5443 12

# 3 for 19<sup>99</sup> PANTIES

BY ND INTIMATES & KIM ROGERS INTIMATES Item here and here. Orig. 00.00 ea.



no tag, you're it *in our most comfy seamless panties*

# 3 for 19<sup>99</sup> PANTIES

BY ND INTIMATES & KIM ROGERS INTIMATES Item here and here. Orig. 00.00 ea.



**EXTRA 20% OFF WITH YOUR COUPON** See cover for details

On these pages: imported

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BELK.COM/intimates or by phone 1-866-235-5443 4



**19<sup>99</sup>**  
 YOUR CHOICE  
**SLEEPWEAR  
 SEPARATES**  
 Orig. 50.00-60.00  
 • Style here  
 • Style here  
 • Style here

*beauty sleep*  
 starts with our best designers



# 30% OFF SLEEPWEAR & ROBES

BY MISS ELAINE, OLGA, HUE, ELLEN TRACY NEW DIRECTIONS & MORE  
 Item here and here. Orig. 00.00-00.00, Sale 00.00-00.00



IN 16 COLORS AT BELK.COM



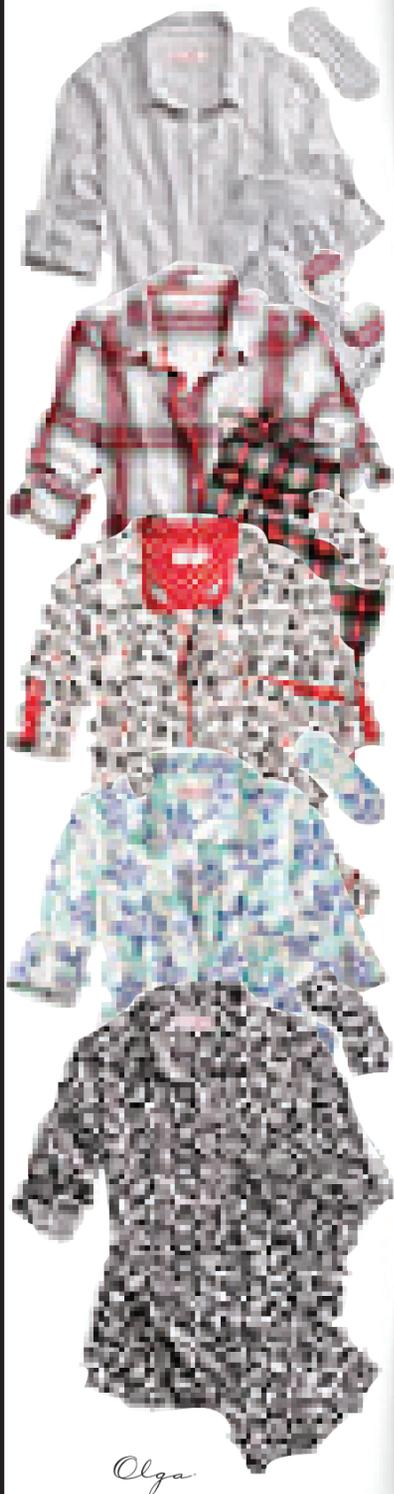
EXTRA 20% OFF WITH YOUR COUPON See cover for details

On these pages: imported

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 NOV. 2-15. **FREE SHIPPING\* ON ALL COSMETICS ORDERS!**

**ELITE FREE SHIPPING\*** - ALL ORDERS, NO MINIMUM - with Elite Card.  
 \*Standard shipping only. \$9.50 Flat Rate on all other orders. See belk.com for details.

BELK.COM/intimates or by phone 1-866-235-5443 2



Olga



Olga

# 30% OFF SLEEP SEPARATES & ROBES

BY MISS ELAINE,  
OLGA, HUE,  
ELLEN TRACY  
& MORE  
Item here and here  
Orig. 00.00  
Sale 00.00

YOUR BRANDS. YOUR SIZES. YOUR STYLES.  
If it's not in store we'll ship directly to your door.  
Ask a sales associate for details.



ELLEN TRACY

you choose,  
you snooze

14<sup>99</sup>  
YOUR CHOICE  
SLEEPWEAR  
SEPARATES  
Orig. 50.00-60.00  
Style here  
Style here  
Style here



ELLEN TRACY

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BELK.COM/intimates or by phone 1-866-235-5443 8

# BUY 1, GET 1 FREE\*

## FULL-FIGURE BRAS

BY BALI, OLGA, BARELY THERE, LILYETTE, PLAYTEX & MORE

Item here and here

Orig. 00.00

\*Free item must be of equal or lesser value



BALI

got you covered

see more of our best extra-coverage bras at [belk.com](http://belk.com)

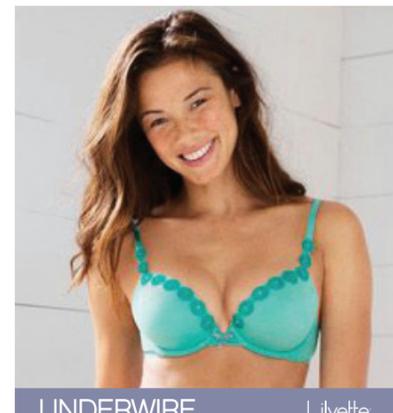


Olga

CUSTOMER FAVORITE



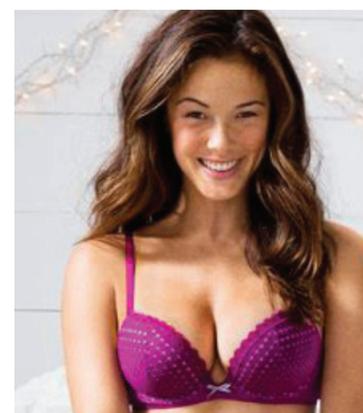
UNDERWIRE Lilyette



UNDERWIRE Lilyette



PUSH-UP Lilyette



UNDERWIRE Lilyette

**BUY 1  
GET 1  
FREE\***

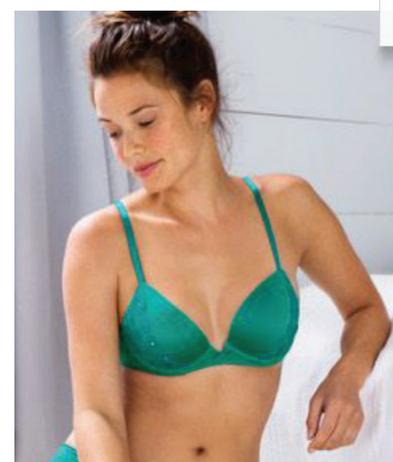
**BRAS**

BY BALI, OLGA, PLAYTEX,  
BARELY THERE & MORE

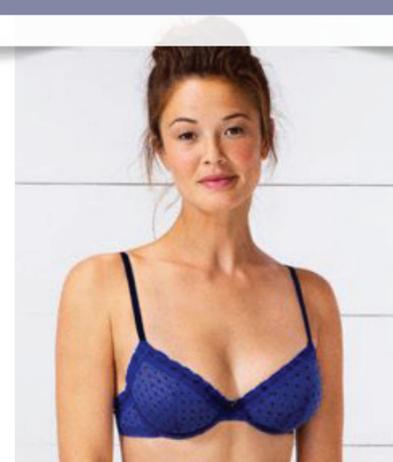
Item here and here. Orig. 00.00  
\*Free item must be of equal or lesser value



PUSH-UP Lilyette



UNDERWIRE Lilyette



WIRELESS Lilyette



PUSH-UP Lilyette

OLGA® OR BARELY THERE® COMFORT BRAS

- A. Style here
- B. Style here
- C. Style here

Available in sizes 34-54 B-DDD

OLGA® OR BARELY THERE® COMFORT BRAS

- A. Style here
- B. Style here
- C. Style here

Available in sizes 34-54 B-DDD

OLGA® OR BARELY THERE® COMFORT BRAS

- A. Style here
- B. Style here
- C. Style here

Available in sizes 34-54 B-DDD

EXTRA 20% OFF WITH YOUR COUPON See cover for details

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ELITE FREE SHIPPING\* - ALL ORDERS, NO MINIMUM - with Elite Card.  
\*Standard shipping only. \$9.50 Flat Rate on all other orders. See [belk.com](http://belk.com) for details.

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# BUY 1, GET 1 \$10

## FULL-FIGURE BRAS

FROM BALI, OLGA, BARELY THERE, LILYETTE, PLAYTEX, VANITY FAIR, MAIDENFORM & MORE

Item here and here. Orig. 00.00, 2nd bra 10.00. \*Discounted item must be of equal or lesser value

UNDERWIRE



VANITY FAIR

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



VANITY FAIR

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



VANITY FAIR

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00

WIRELESS



BALI

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



BALI

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



BALI

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00

PUSH-UP



Lilyette

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



Lilyette

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



Lilyette

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00

BUY 1,  
GET 1 50% OFF

MAIDENFORM®  
ENTIRE STOCK BRAS

Orig. 00.00-00.00

Sale 00.00-00.00

Available in sizes  
34-44 B-DD in store  
34-54 B-DDD at belk.com



CUSTOMER  
FAVORITE

barely there

confidence game  
when you feel good underneath, it shows



M

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



barely there

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



warner's

OLGA® OR BARELY THERE® COMFORT BRAS  
Orig. 37.00, 2nd bra 10.00



YOUR BRANDS. YOUR SIZES. YOUR STYLES.

If it's not in store we'll ship directly to your door.

Ask a sales associate for details.

BELK.COM/intimates or by phone 1-866-235-5443 23

EVENT ENDS AUGUST 12, 2014  
Sign up for email at [belk.com](http://belk.com)  
and we'll notify you about upcoming  
exclusive sales and promotions.  
Find the nearest Belk store online  
at [belk.com/stores](http://belk.com/stores)



Belk makes every effort to have its mailings in your home on time. If you received this mailing late, please bring it to your Belk store where it will be honored. Occasionally, advertised merchandise fails to arrive in store on schedule. When that occurs, we will fill your order at the earliest opportunity based on availability as long as your order is received within the sale event dates. All items are not available in all stores and/or by phone or on [belk.com](http://belk.com). Styles and colors may vary by store.



**Belk Rewards Card - Benefits**  
All Belk Rewards Card customers earn \$10 in Belk Reward Dollars for every 400 points earned on qualifying merchandise purchases. See the Rewards program terms for details. Start earning yours today!

Presorted Standard  
U.S. Postage  
**PAID**  
Belk

POSTMASTER:  
PLEASE DELIVER  
JULY 24-26, 2014

14150120

Connect with us for special offers and promotions at [Belk.com/getconnected](http://Belk.com/getconnected)



# FREE GIFT

When you buy two or more bras August 6-12  
Enjoy a custom assortment of chocolates from Russell Stover.  
Limit one gift per customer



FIND YOUR  
**FIT**  
BRA FIT EVENT

AUGUST 6-9 AT BELK

Your favorite styles  
**FREE**

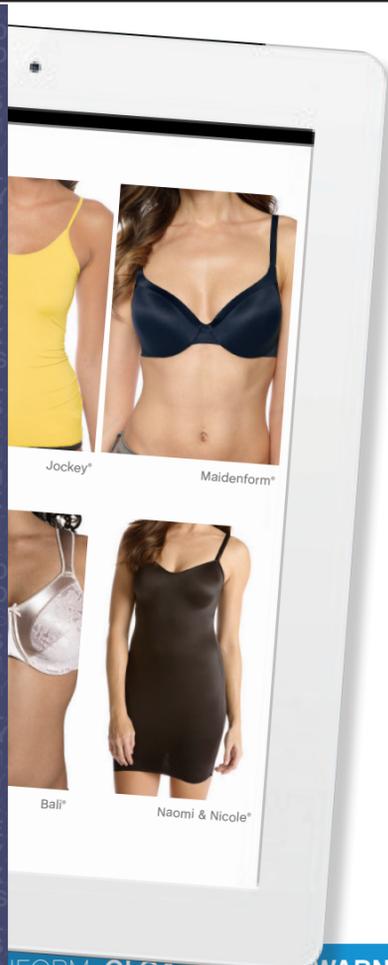
**JOIN  
AND  
SAVE**

Give your Belk Bra & Panty Club card to your sales associate each time you shop. Buy six bras and you'll receive your 7th bra free.\* Buy 12 panties and get your 13th pair free.\*

**BUY 6 BRAS  
GET ONE  
FREE\***

**BUY 12  
PANTIES  
GET ONE  
FREE\***

\*Free item must be of equal or lesser value. See sales associate and back of card for more details. Available in store only.



SHOP WHERE  
YOU WANT,  
HOW YOU WANT,  
FOR WHAT  
YOU WANT.

It's modern,  
Southern style  
delivered  
your way.

**MORE ON  
BELK.COM**

**More sizes, styles and fits**

Looking for full figure, average figure or hard to find sizes? Want more options for smoothing, coverage or flexibility? Find an extensive selection of bra sizes and styles, plus great shapewear at [belk.com/intimates](http://belk.com/intimates).

**More of your favorite brands**

Shop our expanded selection of intimate apparel online, including all of the brands featured in this event as well as our top designer brands.

FORM, OLGA, PLAYTEX, WARNER'S, BARELY THERE, BALI, VANITY FAIR, LILYETTE, ND INTIMATES, B.TEMPT'D BY WACOAL, CALVIN KLEIN, ASSETS RED HOT LABEL BY SPANX, CHANTELLE NATORI, FLEXEES BY MAIDENFORM, JONES NEW YORK, FASHION FORMS, HANKY PANKY, WACOAL, MIRACLESUIT, MAIDENFORM, OLGA, PLAYTEX, WARNER'S, BARELY THERE, NATORI, LILYETTE, ND INTIMATES, JOCKEY, VANITY FAIR

**belk bra panty club**

customer signature \_\_\_\_\_

bra purchases \_\_\_\_\_

panty purchases \_\_\_\_\_ bonus \_\_\_\_\_

bra \_\_\_\_\_ panty \_\_\_\_\_

authorized signature \_\_\_\_\_

14150219



**MORE IN STORE**

**If it's not here, we'll get it for you.**  
Never leave the store without the right bra again! Now, if you don't see your perfect size or style at our store, we'll find it and ship it **directly to your door.**

FIND YOUR  
**FIT**  
BRA FIT EVENT  
AUGUST 6-9 AT BELK

Only 3 of 10 women have a fit that flatters  
Beat the odds at our **4-DAY BRA FIT EVENT**



Does your bra feel too tight,  
or ride up in the back?

Do your bra straps  
fall down?

With a properly fitted bra, you'll feel more comfortable.  
Your clothes will look and fit better, too.

Come to any Belk Intimate Apparel department  
and let one of our Certified Fitters help you select  
the right bra size and style for your wardrobe needs.



**Redemption Rules**

1. Member is entitled to one **FREE** bra after purchase of 6 bras or one **FREE** panty after purchase of 12 panties.
2. Free garment will be equal in value to price of majority of items purchased, or averaged value.
3. Value of each purchase will be recorded on member card.
4. This card will be honored at all Belk stores.
5. All regular & sale priced merchandise is applicable.

store # \_\_\_\_\_ issue date \_\_\_\_\_ issued by \_\_\_\_\_