

EVENT DATES SEPT. 6-15, 2011

Sign up for email at belk.com and we'll notify you about upcoming exclusive sales and promotions.

Find the nearest Belk store online at 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. Styles & colors may vary by store.

September 6-15, earn **DoublePoints** with your Belk Rewards Card or **TriplePoints** with your Belk Elite Card. In select departments. Excludes all gift cards, non-merchandise & leased departments. See store for details.

everydayFREE SHIPPING See page 12c.

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BELK.COM

belk
MODERN. SOUTHERN. STYLE.

HELLO *beautiful*

classic inspiration gets a modern, southern spin

the **look** FALL 2011



belk
MODERN. SOUTHERN. STYLE.



LITTLE BLUE BOOK

the most wanted
Fall 2011

Ponchos & Capes

ND® New Directions
fringe-trimmed poncho
Orig. 56.00
Sale 38.99



Lauren Ralph Lauren

Shawl collar circular cardigan, 159.00

Long sleeve ruffle front v-neck, 89.50

Knit slim fit ponte pant, 99.50

Patent leather belt, 38.00

"Baldwin" leather

hobo bag, 298.00

Imported &

made in USA

The most wanted Fall 2011

The most wanted styles are here!
Find your favorites. Mix them,
match them, and bring your
modern southern style to life!
Happy shopping!

-Arlene Goldstein
Fashion Director, Belk Department Stores

Fashion watch

Fossil® watches
Shown, 105.00-135.00



Boots

BareTraps®
"Darnette"
wedge boot
Orig. 99.00
Sale 69.30



New shape dress

Madison Leigh matte jersey
dolman sleeve dress
Orig. 90.00, Sale 63.00

Boxy top

Fever cowlneck top
68.00



Novelty cardigan

ND® New Directions
belted Fair Isle
cardigan
Orig. 56.00
Sale 38.99



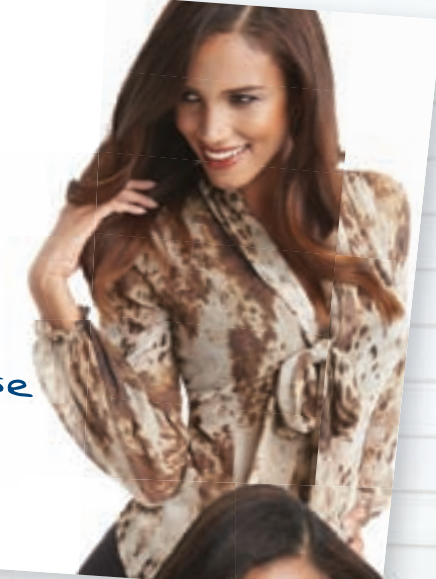
Something fur

ND® New Directions
faux fur sweater vest
Orig. 59.00, Sale 40.99



Fem Blouse

Sunny Leigh
animal bow
blouse
58.00



Updated trouser

Madison wide leg trouser
65.00



BELK.COM/womensmostwanted



UGG® Australia
"Classic Crossbody"
in chocolate
325.00
"Lynnea" clog boot
(shown cuffed)
in chestnut
200.00
UGG
AUSTRALIA

GET the look AT WWW.BELK.COM/THELOOK

HELLO *beautiful*

Hello, fashion. Whether fabulously feminine or menswear inspired, fall fashion is all about polished, confident dressing. It's sophisticated lines and crisp tailoring. It's making classic shapes and fabrics yours. It's smart details that make everything pretty. And it's never looked better on you. Say hello to beautiful — today.

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Discover
the new
American
classics.

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SMARX
CLUX

Modern
you can
wear.

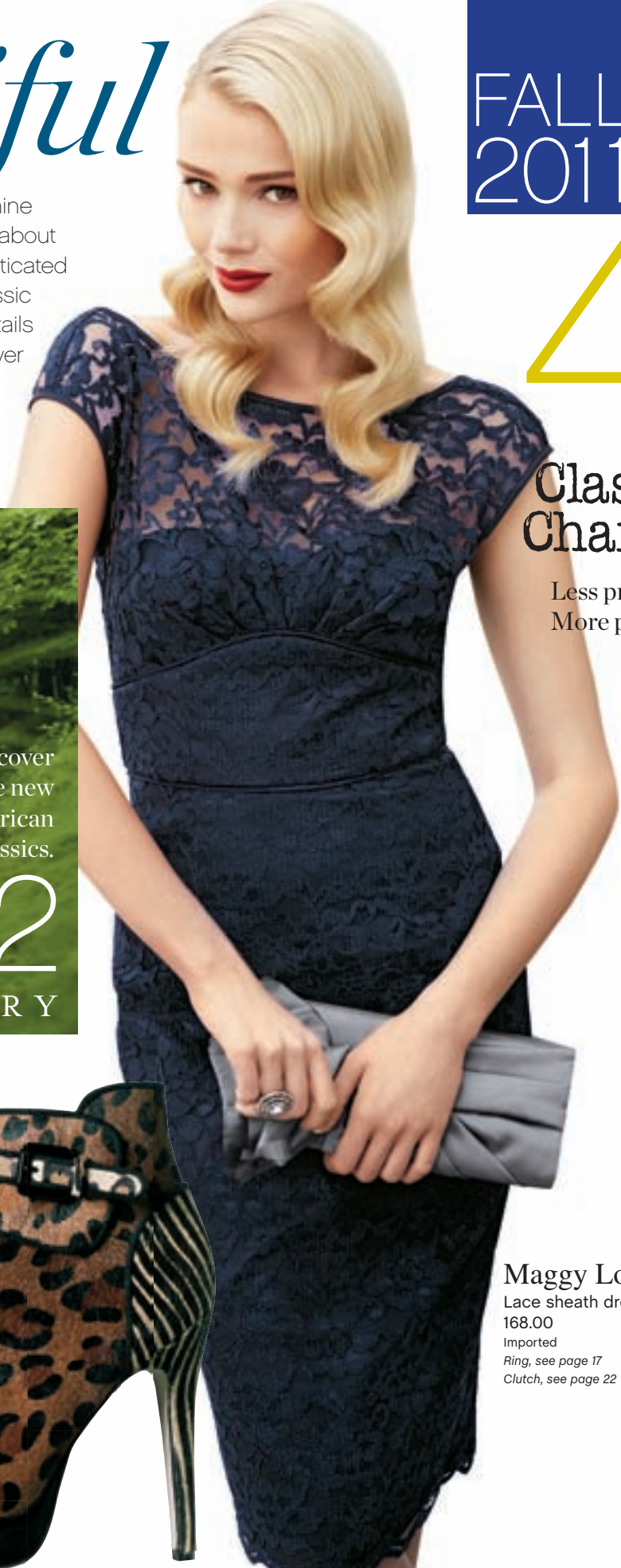


FALL 2011

4

Classic Charm

Less proper.
More pretty.



Maggy London

Lace sheath dress
168.00

Imported

Ring, see page 17

Clutch, see page 22

Classic charm.

take a memo

The business of looking great starts with a nod to mid-century modern. Less proper. More pretty.

Look for fit & flare styles, luxe fabrics and feminine touches to give everyday dressing extra polish.

These pretty pieces work overtime (so you don't have to).



Calvin Klein

Coating cape, 159.50

Turtleneck, 49.00

Skirt, 69.00

Imported

take a memo
Luxe lace adds polish
to the prettiest look.

Madison

Lace dolman
sleeve top
58.00

Trouser pant
65.00
Imported

the look: classic charm



take a memo
Animal prints add
interest to everything.

Jones
New York
Sport

Animal belted jacket
149.00

Straight leg pant
74.00
Imported

GET *the look* AT
WWW.BELK.COM/THELOOK

take a memo
Vintage-style jewelry
amps up the charm.



Erica Lyons™

Jewelry collection

Orig. 15.00-68.00

Sale 10.50-47.60



SMART+ CUTS

THIS IS MODERN YOU CAN WEAR.
CLEAN LINES, STRONG SHAPES +
TONE-ON-TONE PIECES ELEVATE
YOUR LOOK. IT'S STRUCTURAL,
DESIGN-DRIVEN, AND UNEXPECTED
ENOUGH TO ADD THE RIGHT KIND
OF DRAMA TO DRESSING UP.

Vince Camuto

RIGHT:

Jewelry collection

Hoop earring, 28.00

Chain necklace, 150.00

Cuff, 98.00

LEFT:

Asymmetrical sequin blouse, 79.00

High waist trouser 110.00

Imported & made in USA

GE+ A LINE ON BOLD ACCESSORIES



GF+ALINE ON PATTERN+
COLOR BLOCKING

Sam Edelman

“Uma” lace-up bootie
with inside zipper
for easy entry.
In leopard, 250.00
In select stores & online

GET A LINE ON ASYMMETRIC SHAPES

BCBGENERATION

Jewelry collection
18.00-125.00



H I G H C



Kensie

Fair Isle cardigan
88.00

Batik floral skirt
68.00

Imported & made in USA

O U N T R Y



Add a mix of flavors to American classics and watch your fashion horizons grow. Menswear touches, rich fabrics, pops of fur and standout sweaters (from delicate to dramatic) pair up in unexpected ways, while sharp tailoring keeps things feminine, polished. It's rustic refined. Always pretty. Perfect for you.

DISCOVER
Distressed leather
& hardware



Frye®

"Brooke" satchel
248.00

Available in the
shoe department

"Billie Stud" boot
368.00

Both items in select
stores & online

GET *the look* AT
WWW.BELK.COM/THELOOK

DISCOVER
Fur & shearling
accents

Kenneth Cole
New York

Faux fur trimmed
sweater, 149.50

Solid chiffon blouse
99.50

Wide leg pant
89.50

Imported &
made in USA

DISCOVER

Chains &
statement jewelry

Kenneth Cole

Jewelry collection
18.00-145.00