

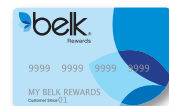
EVENT DATE APRIL 29, 2017

For your shopping convenience, we accept the Belk Rewards Card, the American Express Card, Discover, MasterCard and VISA.



BELK INC.
2801 W. TYVOLA RD
CHARLOTTE, NC 28217-4500

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 and colors may vary by store.



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APRIL 24-26, 2017

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EVERYDAY FREE STANDARD SHIPPING WITH \$99 PURCHASE

FREE SHIPPING ON ALL COSMETIC ORDERS! ELITE CARDHOLDERS RECEIVE FREE SHIPPING*

*Standard shipping only. \$9.50 flat rate on all other orders. See belk.com for details.

Special offers and promotions at Belk.com/getconnected



FREE BEAUTY GIFTS

ALL DAY SATURDAY, APRIL 29

CLINIQUE

6-PC GIFT*

FREE with any \$28 or more Clinique purchase

*One to a customer, please. While supplies last.

ESTÉE LAUDER

7-PC GIFT

FREE with any \$35 or more Estée Lauder purchase

LANCÔME

7-PC GIFT

FREE with any \$35 or more Lancôme purchase

BOBBI BROWN

DELUXE EYE OPENING MASCARA & "HOW TO" LESSON

FREE with any \$50 Bobbi Brown purchase

CLARINS

2 SUPER DELUXE SAMPLES

FREE with any 2-pc Clarins purchase*

*One item must be skincare

TRIAL SIZE GENTLE FOAMING CLEANSER

FREE when a third Clarins item is purchased

KIEHL'S SINCE 1851

4-PC DELUXE SAMPLES

FREE with any \$85 Kiehl's Since 1851 purchase

ELIZABETH ARDEN

TOTE

FREE with any \$50 Elizabeth Arden fragrance purchase

2-PC DELUXE SAMPLES

FREE with any \$50 Elizabeth Arden makeup or skincare purchase

BUY TWO, GET ONE FREE*

ROLLERBALLS, MEN'S TRAVEL SPRAYS & MEN'S BODY SPRAYS

*Free item must be of equal or lesser value

PLUS MORE FREE DELUXE GIFTS

from Laura Mercier, Erno Laszlo, Fashion Fair, your favorite men's & women's fragrance brands and more!

ALL DAY SAT, APRIL 29, EARN

10X POINTS*

on cosmetics & fragrance purchases with your Belk Rewards Card

*SEE FRONT COVER FOR DETAILS.



belk CHARITY SALE

SUPPORTING OUR SOUTHERN COMMUNITIES

PRIVATE TICKETED EVENT*
SATURDAY, APRIL 29

6-10AM • IN STORE ONLY

PRE-SALE NOW THROUGH APRIL 28

SAVE ON RARELY DISCOUNTED BRANDS

Free People, Frye, Calvin Klein, Karen Kane, Vince Camuto, Coach, Dooney & Bourke, Kate Spade New York & so many more!

ALL DAY SAT, APRIL 29, EARN

10X POINTS*

on cosmetics & fragrance purchases with your Belk Rewards Card

5X POINTS*

storewide with your Belk Rewards Card

*Private ticketed event. Must have ticket to shop sale. See page 2 for details. *Purchases subject to credit approval and excludes all gift cards, non-merchandise & leased departments. Cannot be combined with any other Rewards points offers. See store or Rewards Program Terms for details.

SAVE ON RARELY DISCOUNTED BRANDS!

LAUREN RALPH LAUREN KATE SPADE DOONEY & BOURKE BRAHMIN KENNETH COLE COACH FREE PEOPLE TAHARI LUCKY BRAND SAM EDELMAN VINCE CAMUTO STEVE MADDEN SEIKO 7 FOR ALL MANKIND BCBGENERATION CALVIN KLEIN NINE WEST ARMANI EXCHANGE CHAPS NAUTICA FRYE BULOVA DKNY MISS ME POLO TRINA TURK FOSSIL FRENCH CONNECTION VINEYARD VINES & MORE

WOMEN'S
take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE BETTER SPORTSWEAR for petites & curvy from Crown & Ivy™, Calvin Klein, Vince Camuto, Karen Kane, Anne Klein, Lauren Ralph Lauren, Lucky Brand, Vintage America Blues, Democracy & more
TOTAL SAVINGS UP TO 55%

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE RESORT & BRIDGE SPORTSWEAR from Eileen Fisher, Vineyard Vines, Trina Turk, Diane von Furstenberg and Theory
TOTAL SAVINGS UP TO 55%
*Excludes Lilly Pulitzer new arrivals, "always in stock" items & Eileen Fisher Systems

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE SWIMWEAR in misses, curvy and young contemporary
TOTAL SAVINGS UP TO 20%
*Excludes Nike

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE CASUAL SPORTSWEAR in misses, petites & curvy from Kim Rogers®, New Directions®, Gloria Vanderbilt and Bandolino
TOTAL SAVINGS UP TO 60%

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE CAREER SPORTSWEAR in misses, petites & curvy from Kim Rogers®, New Directions®, Ruby Rd. and Alfred Dunner
TOTAL SAVINGS UP TO 50%

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE BETTER, SOCIAL OCCASION AND CONTEMPORARY DRESSES from Tahari ASL, Calvin Klein and Lauren Ralph Lauren
TOTAL SAVINGS UP TO 45%

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE DRESSES from London Times, J Howard, AGB, Luxology, Chris McLaughlin and more
TOTAL SAVINGS UP TO 45%

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE SUIT SEPARATES in misses, petites & curvy from Kasper, Calvin Klein, Tahari and Nine West
TOTAL SAVINGS UP TO 55%

CONTEMPORARY
take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE CONTEMPORARY SPORTSWEAR from Kaari Blue™, Jessica Simpson, Free People, Sophie Max, French Connection, BCBG, 7 For All Mankind, Hudson, Joe's Jeans, William Rast, 1.State, Sanctuary & more
TOTAL SAVINGS UP TO 45%

YOUNG CONTEMPORARY
take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE SPORTSWEAR & DRESSES including curvy, from Red Camel®, Jolt, As U Wish, Living Doll, Celebrity Pink, Love Fire, Eyeshadow, Taylor & Sage and more
TOTAL SAVINGS UP TO 45%
*Excludes Levi's®

BELK & CO.
take an extra
20% OFF STOCK*
ENTIRE FINE JEWELRY including pearls, gold, diamonds and gemstones
*Excludes fine jewelry watches & clearance

PLUS 75% OFF FINE JEWELRY CLEARANCE
30% OFF
REGULAR & SALE FINE JEWELRY WATCHES from Movado®, Gucci, Versace, Tissot, Wenger, Citizen®, Seiko®, Bulova® and Pulsar
TOTAL SAVINGS UP TO 30%
*Excludes Victorinox Swiss Army, Movado® Motion and Movado® Bold

SHOES
take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE WOMEN'S, MEN'S & KIDS' DESIGNER DRESS, CASUAL SHOES & SANDALS from Stuart Weitzman, Free People, Frye, Kate Spade New York, Vince Camuto, Sam Edelman & more
TOTAL SAVINGS UP TO 50%
*Excludes Dr. Marten, Hunter, MICHAEL Michael Kors, Nike, TOMS, Ugg & Under Armour®

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE WOMEN'S, MEN'S & KIDS' DRESS, CASUAL SHOES AND SANDALS from Jessica Simpson, Lucky, Ralph Lauren, Tommy Hilfiger, Sperry Top-Sider, G by GUESS and more
TOTAL SAVINGS UP TO 50%
*Excludes Dr. Marten, Nike, TOMS, Ugg & Under Armour®

INTIMATES
take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE SLEEPWEAR & ROBES from Lauren Ralph Lauren, ND Intimates®, Eileen West, Jones New York, Nautica, HUE®, Ellen Tracy, Kim Rogers® & more
TOTAL SAVINGS UP TO 55%

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE BRAS & PANTIES from Spanx®, Calvin Klein, DKNY, Free People & more designers. Plus Bali®, Playtex®, Maidenform®, Vanity Fair®, Lauren Ralph Lauren, ND Intimates®, Kim Rogers® Intimates and more
TOTAL SAVINGS UP TO 55%
*Excludes Hanky Panky, Natori & Wacoal®

BELK ACTIVE
take an extra
20-25% OFF
REGULAR & SALE ACTIVEWEAR FOR MEN & WOMEN from be inspired®, IZOD, SB Tech® and more
TOTAL SAVINGS UP TO 50%
Excludes Nike & Under Armour®, be inspired® also available in curvy. SB Tech® also available in Big & Tall

ACCESSORIES
take an extra
70% OFF
REGULAR PRICE BELK SILVERWORKS® JEWELRY including Charm Bar & Simply Sterling

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE JEWELRY from Erica Lyons™, Napier, Ruby Rd., Jules B.™, Red Camel®, Nine West, Silver Forest, Lucky, Kenneth Cole, Betsey Johnson, Jessica Simpson, true & more
TOTAL SAVINGS UP TO 55%

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE DESIGNER & BRIDGE JEWELRY from Kate Spade, Anne Klein, Lauren, Nadri, Carolee, Spartina 449, Givenchy, evie & emma, Laundry by Shelli Segal, more
TOTAL SAVINGS UP TO 55%

FREE BRIGHTON® EARRINGS of your choice with any Brighton® necklace and bracelet purchase

take an extra
25% OFF STOCK*
ENTIRE DESIGNER & FASHION WATCHES from Fossil, Anne Klein, G-Shock, Kate Spade, Guess, Skagen, Coach, Armani Exchange, Diesel, Marc Jacobs, Anne Klein, Original Grain and more
TOTAL SAVINGS UP TO 55%
*Excludes Fossil Q, Kate Spade Connected, Diesel Connected, Michael Kors Connected

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE DESIGNER HANDBAGS from Coach, Brahmin, Dooney & Bourke, Kate Spade, Hobo, Ralph Lauren, Frye, Calvin Klein, Diba True, Spartina 449, Fossil, Patricia Nash, Bed Stu, Vera Bradley & more
*Excludes Brighton, Kors Studio & Michael Kors

take an extra
50% OFF
DESIGNER RED-LINED CLEARANCE HANDBAGS

take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE FASHION HANDBAGS, MINIBAGS, WALLET, HOSIERY, ACCESSORIES, SLIPPERS & SUNGLASSES from Nine West, The Sak, Fossil, Anne Klein, b.z.c®, Jessica Simpson, Red Camel®, Ray-Ban, HUE®, Hanes®, Spanx® & more
TOTAL SAVINGS UP TO 45%
*Excludes Nike & Under Armour®

MEN'S
take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE DESIGNER SPORTSWEAR from Polo Ralph Lauren, Nautica, Calvin Klein, Tommy Bahama, Perry Ellis, Crown & Ivy™ and more
TOTAL SAVINGS UP TO 50%
*Excludes Southern Proper & Under Armour®

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE MEN'S AND BIG & TALL SPORTSWEAR from Chaps, IZOD, Saddlebred®, Ocean & Coast®, Red Camel®, Lucky, Denim & Supply, Lacoste and more
TOTAL SAVINGS UP TO 60%
*Excludes Under Armour®

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE SUITS, SUIT SEPARATES, DRESS SHIRTS & TIES from Austin Reed, Lauren by Ralph Lauren, Tommy Hilfiger, Nautica, Calvin Klein and more. Includes Big & Tall.
TOTAL SAVINGS UP TO 65%

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE MEN'S PANTS, JEANS, SHORTS, UNDERWEAR, SOCKS, BELTS & ACCESSORIES from IZOD, Savane®, Haggar®, Lee®, Wrangler®, Saddlebred®, Jockey®, GoldToe®, Calvin Klein, Fossil & more. Includes Big & Tall
TOTAL SAVINGS UP TO 65%
*Excludes Brighton & Under Armour®

KIDS'
take an extra
25% OFF STOCK*
ENTIRE REGULAR & SALE NEWBORN/INFANT, BOYS' 2-20 & GIRLS' 2-16 APPAREL from J Khaki®, Red Camel®, Nursery Rhyme®, Carter's®, OshKosh®, Chaps, Rare Editions, Speechless, Bonnie Jean®, Lee® & more
TOTAL SAVINGS UP TO 55%
*Excludes Under Armour®, Melissa & Doug and Nike

HOME
take an extra
15% OFF STOCK*
ENTIRE REGULAR & SALE KITCHEN ELECTRICS & HOME TECHNOLOGY from KitchenAid®, Cuisinart®, Keurig® and more
TOTAL SAVINGS UP TO 50%
*Excludes Vitamix®, Breville® & Fitbit®

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE HOME DESIGNER BRANDS including Ralph Lauren, Southern Tide, Biltmore®, Nautica, Tommy Bahama, Kate Spade & more
TOTAL SAVINGS UP TO 50%
*Excludes Under Armour®

take an extra
20% OFF STOCK*
ENTIRE REGULAR & SALE HOME FAVORITES including fashion bedding, sheets, pillows, mattress pads, bath, cookware, china, crystal, silver, housewares, luggage & more
TOTAL SAVINGS UP TO 50%
*Excludes Breville® cookware, Herend, Nike & Under Armour®

GIVING BACK NEVER LOOKED SO GOOD



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 WITH OUR THANKS FOR SUPPORTING OUR SOUTHERN COMMUNITIES
EXCLUSIONS APPLY. SEE BACK FOR DETAILS.

SAVE

ON RARELY DISCOUNTED BRANDS!

SATURDAY ONLY! **FREE**



Gift Card

to the first 100 customers in each store Saturday!*

IN STORE ONLY. SEE BACK FOR DETAILS.

*ALL OFFERS EXCLUDE EVERYDAY VALUES & SUPERBUYS STOREWIDE

*\$5 Tickets on sale at the door. Must purchase ticket to shop special sale hours. **\$5 Discount on your first regular, sale or clearance purchase, including Cosmetics & Fragrances. Excludes Breville, Brighton, Dr. Marten, Eileen Fisher Systems, Fitbit, Hunter Boots, Kors Studio, Michael Kors, Nike; smart wearables by Diesel, Fossil Q, Kate Spade & Skagen; TOMS, Ugg, Under Armour, Victorinox, Vitamix, Wacoal; non-merchandise depts., leased depts., salon services and Belk gift cards. Not valid on prior purchases, phone or special orders, trunk shows or on belk.com. Cannot be redeemed for cash, credit or refund, used in combination with any other discount or coupon offer. No cash back. Limit one \$5 discount per customer. Contact your store for a list of charities. All ticket proceeds benefit your favorite participating local charities. All unclaimed money from the sale of Charity Sale tickets will be donated to a charity of Belk's choice after 90 days. ****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. Not valid by phone or on Belk.com. See a sales associate for details.

BELK.COM/CHARITYSALE