

**For more information:**

Claire McKenzie

BRAVE Public Relations

404.233.3993

[cmckenzie@bravepublicrelations.com](mailto:cmckenzie@bravepublicrelations.com)

**North Georgia Premium Outlets to introduce Z Gallerie and Palmetto Moon**

*Dawsonville’s premier shopping destination welcomes home décor store and popular Southern lifestyle chain to ever-evolving retail roster*

**DAWSONVILLE, Ga. (February XX, 2018) – Simon,** a global leader in premier shopping, dining and entertainment destinations, has announced that **North Georgia Premium Outlets**, Dawson County’s destination for enormous savings up to 65 percent off, is set to introduce **Z Gallerie** and **Palmetto Moon** to the center’s impressive retail roster in early 2018. Following the recent openings of **Old Navy Outlet** and **lululemon athletica**,these additions will further diversify the center’s impressive line-up of over 140 sought-after, brand-name outlet stores, which includes Burberry, Gap Outlet, Nike, Pottery Barn Outlet, Tommy Hilfiger and more!

**Z Gallerie** is a fashion-forward lifestyle brand focused on the home, opening in early spring. This 10,160 square-foot store celebrates the glam, the modern and the luxe through fabrics, finishes and textures, translating the latest fashion into home furnishings with an eye on current styles and their complementary classics.

Set to open in March, **Palmetto Moon** is the quintessential southern shop, specializing in clothing, home goods, collegiate gear and accessories from brands including Simply Southern, YETI, True Grit and more. The 6,725 square-foot store will be located near American Eagle Outfitters. This will be the brand’s first Dawsonville-area store and the third location in the state of Georgia.

“We’re proud to continue to offer our shoppers the best possible experience with the additions of outstanding brands like Z Gallerie and Palmetto Moon,” said Heather Halpern, general manager of North Georgia Premium Outlets. ”These upcoming additions continue to cement our foothold as one of the top shopping destinations in North Georgia, offering exceptional brands with impressive value.”

For a full retailer roster and more, please visit [www.premiumoutlets.com/NorthGeorgia](http://www.premiumoutlets.com/NorthGeorgia).

**About North Georgia Premium Outlets**   
North Georgia Premium Outlets is a leader for name brand outlet retailers located north of Atlanta in Dawsonville, Ga. The over 481,000 square-foot outlet shopping center features savings of 25 to 65 percent off every day at over 140 stores including Ann Taylor, BCBG Max Azria, Burberry, Cole Haan, Gap Outlet, J. Crew, Kate Spade New York, Nike Factory Store, The North Face, Pottery Barn Outlet, Reebok, Restoration Hardware, Saks Fifth Avenue Off 5th, The North Face, UGG Australia, Vera Bradley, Vince Camuto, Williams-Sonoma and more. For a map and store listings, as well as directions, events and tourism resources, visit [premiumoutlets.com/NorthGeorgia](http://www.premiumoutlets.com/outlet/north-georgia).