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**FOR IMMEDIATE RELEASE**

**North Georgia Premium Outlets to welcome 7 For All Mankind**

*Dawsonville’s premier shopping destination offers new store to shop and save in style!*

**DAWSONVILLE, Ga. (November 28, 2018)** ─Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations, announced today the upcoming addition of **7 For All Mankind** to **North Georgia Premium Outlets**.Capturing effortlessly sophisticated California style through fashion innovation, 7 For All Mankind will soon provide shoppers with a variety of apparel and accessories options for the whole family! The California-born premium denim lifestyle brand is set to open this winter near Brooks Brothers and Tory Burch. Additionally, the center recently welcomed **Lee-Wrangler Outlet**, **See’s Candies** and **SPLAT! Cakes n’ Such** to its list of sought-after brands – all offering enormous savings of up to 65 percent off!

“7 For All Mankind is the perfect complement to our roster of top brands,” said Johnathan Andrews, general manager for North Georgia Premium Outlets. “The addition of this iconic clothier will further expand our variety of shopping selections for guests looking to shop and save in style!”

**Lee-Wrangler Outlet** brings together two of the most iconic and beloved denim brands under one roof. Now open next to the food pavilion, Lee-Wrangler Outlet offers a broad selection of jeans and casual apparel for men and women – all at an incredible everyday value!

Fan-favorite and American-made candy shop **See’s Candies** offers specialty high-quality chocolates made from fresh ingredients. The holiday pop-up is now open near Brooks Brothers and Tory Burch.

Visitors in the mood for a sweet treat can enjoy scrumptious cupcakes, cheesecake, shakes and more at **Splat! Cakes n’ Such**, now open near Nike and Under Armour. To complement its fresh-baked goodies, the locally owned and operated bakery also offers specialty beverages, such as coffee and Italian soda, to satisfy taste buds!

Shoppers are invited to join the VIP Shopper Club for free online access to exclusive offers not available to the public with the ability to redeem and view offers digitally on a mobile device! For more information, visit [premiumoutlets.com/vip.](https://www.premiumoutlets.com/vip/register)

**North Georgia Premium Outlets**

North Georgia Premium Outlets is a leader in the most sought-after outlet retail located north of Atlanta in Dawsonville, Ga. The over 481,000 square-foot outlet shopping center features enormous savings up to 65 percent off every day at 140 stores including Ann Taylor, Burberry, Cole Haan, Gap Outlet, J. Crew, Kate Spade New York, Nike Factory Store, The North Face, Pottery Barn Outlet, Saks Fifth Avenue OFF 5TH, The North Face, UGG Australia, Vera Bradley, Williams-Sonoma and more. For a map and store listings, as well as directions, events and tourism resources, visit [www.premiumoutlets.com/NorthGeorgia](http://www.premiumoutlets.com/NorthGeorgia).

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