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**FOR IMMEDIATE RELEASE**

**Style meets serious savings during The Ultimate Holiday Outlet Sale at**

**North Georgia Premium Outlets***VIP Shopper Club members make the list for early access to can’t-miss holiday gifts*

**DAWSONVILLE, Ga. (December 6, 2018) –** *Gift giving, solved.*For those who stress to impress the hard-to-gift on their list this season, **North Georgia Premium Outlets** is offering inspiration and enormous savings during **The Ultimate Holiday Outlet Sale!** A curated gift guide full of the best deals from the center’s most sought-after retailers – including adidas, Lucky Brand Jeans, Tory Burch, Tommy Hilfiger and UGG – will also provide inspiration for even the most challenging gift giving scenarios. These exclusive offers and deals will put shoppers in the holiday spirit with extra savings on top of enormous everyday savings of up to 65 percent off. The once-a-year shopping event will take place from **December 14-24,** with VIP Shopper Club members receiving exclusive early access from **December 7-13.**

“During this season of giving, our goal is to make shopping easier and more engaging with the Premium Outlets gift guide, packed with inspiration, expert picks and the best savings our sought-after brands have to offer,” said Randall Jackson, director of marketing and business development at North Georgia Premium Outlets. “The guide will make it simple for our guests to give to those they love, while perhaps even saving a little extra to spend on themselves this season!”

In addition to enormous savings at its selection of brands, North Georgia Premium Outlets also provide themed solutions from participating stores for those on the list who already have it all:

* **How to out-gift the hostess with the most-ess**Wrap up little luxuries – such as sparkly jewelry from **Pandora Outlet**, kitchen accessories from **Le Creuset Outlet** and sophisticated scents from **Perfumania** – sure to show gratitude and hospitality!
* **How to get the most #likes**Play it cool with trending must-haves that are post-worthy, such as stylish shades from **Sunglass Hut** and bold prints from **Saks Fifth Avenue OFF 5th**.
* **How to be the most popular aunt or uncle**  
  Spark the imagination of the little ones with colorful pick-me-ups and trendy toysfrom **Giggle Monkey Toys** and furry boots and slippers from **Journeys.**
* **How to stop them in their tracks**  
  Go the extra mile with athleisure gear – sure to be a home run with fitness fanatics – with fab footwear from **adidas,** moisture-wicking leggings from **Under Armour** and statement t-shirts and water bottles from **Nike Factory Store.**

The VIP Shopper Club is a membership-based program for North Georgia Premium Outlets’ loyal shoppers. Members have ongoing access to exclusive online offers not available to the public and receive periodic updates with news and value-driven opportunities, including a Savings Passport delivered immediately to members’ mobile devices. Guests interested in joining the free program can simply visit [premiumoutlets.com/vip](file:///C:\Users\Jennifer\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\R0C9SA2J\premiumoutlets.com\vip) for access to extra deals on top of everyday savings up to 65 percent off the world’s most desired fashion-forward brands sent directly to members’ phones. Once enrolled, members will also receive invitations to special events and programming, including **The** **Ultimate Holiday Outlet Sale.**

For more information on seasonal savings and sought-after brands, please visit [premiumoutlets.com/NorthGeorgia](https://www.premiumoutlets.com/outlet/north-georgia) and follow along on [Facebook](https://www.facebook.com/northgeorgiapremiumoutlets), [Instagram](https://www.instagram.com/northgeorgiapo/) and [Twitter.](https://twitter.com/NorthGeorgiaPO)

**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).

**About Simon Premium Outlets®**   
The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and homeware retailers. Our Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando Premium Outlets, Desert Hills (Palm Springs), Las Vegas Premium Outlets and Wrentham Village Premium Outlets (Boston). For more information visit [premiumoutlets.com](http://premiumoutlets.com/) or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

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