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**FOR IMMEDIATE RELEASE**

**Now open at North Georgia Premium Outlets: 7 For All Mankind and expanded Michael Kors**

*Dawsonville’s premier shopping destination expands retail roster with more options to shop and save*

**DAWSONVILLE, Ga. (December 13, 2018) —** Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations, announced today the re-opening of **Michael Kors** as a 5,000 square-foot anchor at **North Georgia Premium Outlets**!Located near Tommy Hilfiger, the luxury brand offersshoppers a variety of accessories, footwear, watches, jewelry, men’s and women’s apparel, eyewear and a full line of fragrance products. In addition, the center recently welcomed California-born premium denim lifestyle brand, **7 For All Mankind,** located near Brooks Brother and Tory Burch.These sought-after additions join a roster of top brands, including adidas, kate spade new york, Lucky Brand Jeans and The North Face, all at enormous savings of up to 65 percent off!

“Michael Kors and 7 For All Mankind join the center at the perfect time for holiday shopping and saving in style,” said Johnathan Andrews, general manager for North Georgia Premium Outlets. “Our goal is always to keep a fresh lineup of popular brands that we know our shoppers will love.”

For gift-givers looking for inspiration and enormous savings, North Georgia Premium Outlets is hosting **The Ultimate Holiday Outlet Sale** featuring a gift guide full of the best deals from the center’s most sought-after retailers. The once-a-year shopping event will take place from **December 14-24.**

Shoppers are also 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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