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FOR IMMEDIATE RELEASE

**North Georgia Premium Outlets serves up savings and style during Get Spring Ready event!**

*North Georgia's premier outlet shopping destination helps refresh spring wardrobes for less*

**Dawsonville, Ga. (March 29, 2019) – Spring for fashion!** The hottest warmer-weather looks are rolling out at **North Georgia Premium Outlets**. Helping fashionistas and families spring into the season in style, **Get Spring Ready** will take place from **April 1-23** at the area's favorite outlet shopping destination. With fashions and savings at up to 65 percent off every day, the most sought-after brands – including kate spade new york, J.Crew Factory, Nike Factory Store, Vera Bradley, UGG and more, are unveiling the latest must-have looks topping every spring trend forecast!

"Spring is the perfect time to re-energize your wardrobe with fresh trends and styles," said Taylor Bennett, director of marketing and business development at North Georgia Premium Outlets. "We are passionate about helping our shoppers score hot looks from their favorite brands at great value...something sure to put a spring in their step this season!"

Offering over 140 of the most desired brands, North Georgia Premium Outlets shoppers will discover enormous value on some of the runway's most popular seasonal trends:

- **Neon**  
Bright hues have heads turning this spring! Rock neon in an accessory from **American Eagle Outfitters**, a staple item from **Aéropostale** or a home décor accent piece from **Z Gallerie** for a refreshing and on-trend pop of perfection.
- **Fringe**  
From tassels to textural edges, fringe is front and center. Fashionistas can stock up on trendy shoes from **UGG**, dresses from **J.Crew Factory** and accessories, such as handbags and earrings, from **Saks Fifth Avenue OFF 5TH**.
- **Mixing and Matching Patterns**  
Gentlemen looking to make a statement can be in vogue with mixing patterns between shirts, jackets and ties from brands such as **Lucky Brand Jeans**, **Tommy Hilfiger** and **Armani Outlet**. For the ladies, matching patterns, prints and solids from dresses to handbags to shoes will play into the mix. Shoppers can find on-trend looks for less from **Francesca's**, **LOFT Outlet** and **PacSun**!
- **Marigold**  
The unofficial "it" color of spring, marigold is brightening the fashion landscape. With so many options, this vibrant shade can be found at many notable brands, including **Banana Republic Factory Store**, **Old Navy Outlet** and **Express Factory Outlet**!
- **Elegant Suiting**  
Elegance is always in fashion. Men looking to make a sharp statement can shop suits with enormous savings at **Brooks Brothers Factory Store** and **Haggag Clothing Co.**, sure to make him the best-dressed in town!

Shoppers looking to save on stylish looks all year long can also benefit from joining North Georgia Premium Outlets' free VIP Shopper Club. 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 mobile devices. Guests interested in joining the free program can simply visit [premiumoutlets.com/vip](http://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.

For more information on seasonal savings and sought-after brands, please visit [premiumoutlets.com/outlet/north-georgia](https://premiumoutlets.com/outlet/north-georgia) and follow along on [Facebook](#), [Instagram](#) and [Twitter](#).

#### **About 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, UGG Australia, Vera Bradley, Williams-Sonoma and more. For a map and store listings, as well as directions, events and tourism resources, visit [premiumoutlets.com/outlet/north-georgia](https://premiumoutlets.com/outlet/north-georgia).

#### **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](https://premiumoutlets.com) or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

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