



Palmetto Moon Opens New Store at the Mall of Georgia, 5th in the State
Grand Opening Festivities Will Be Hosted on June 30 and July 1

June 26, 2018 – Buford, GA – [Palmetto Moon](#), an award-winning Southern lifestyle retailer based in Charleston, SC, will open its newest store at the [Mall of Georgia](#) in Buford. Now operating 20 stores across four southern states – South Carolina, North Carolina, Georgia and Florida – Palmetto Moon’s new presence in Buford compliments their growing popularity in the Dawsonville, Savannah, Woodstock and Augusta markets. To celebrate the new Buford location, Palmetto Moon will host a grand opening event, open to all.

Please join us for this special celebration:

- **When:** Saturday, June 30, 2018 | 10:00 a.m. – 2:00 p.m.
Sunday, July 1, 2018 | 12:00 – 3:00 p.m.
- **Where:** Palmetto Moon – Suite 1053 (located on the lower level near Dick’s Sporting Goods)
Mall of Georgia | 3333 Buford Dr., Buford, GA 30519
- **Details:** The celebration will feature a live DJ and raffle drawings every hour for a free YETI cooler. Plus, “spin to win” giveaways will take place every 15 minutes with prizes that include Palmetto Moon gift cards and giveaways from popular brands such as SCOUT, Costa, Puppie Love, Southern Tide, Corkcicle and more. The first 250 customers each day will also receive a free 20 oz custom YETI tumbler with purchase. For details via Facebook, visit the event page [here](#).

The Palmetto Moon store in Buford brings on-trend and affordable clothing, footwear, accessories, décor and gifts that celebrate coastal life in the South. The store promises a fun shopping environment with an unwavering commitment to outstanding customer service. Like all Palmetto Moon locations, the Buford store offers hundreds of national brands like Columbia and Vineyard Vines in addition to Southern-inspired brands such as Southern Tide, YETI, Costa, Southern Marsh, Jack Rogers, Fish Hippie, Mud Pie and more.

The new store at the Mall of Georgia marks Palmetto Moon’s sixth new store this year. The retailer will also open two additional locations through the remainder of the year and host grand opening events at the Perimeter Mall in Dunwoody, GA (August 4-5) and Celebration Pointe in Gainesville, FL (September 29-30). The company also opened a new store at the Outlet Shoppes of Atlanta in Woodstock a few short weeks ago.

In addition to carrying essential brands for the Southern lifestyle, Palmetto Moon provides products that are tailored to the state and local community. For Buford, this will include sports and tailgating gear for the University of Georgia and Georgia Tech.

To learn more about the latest in trends, arrivals and company news from Palmetto Moon, follow them on [Instagram](#), [Facebook](#) and [Twitter](#).

About Palmetto Moon – [Palmetto Moon](#), based in Charleston, South Carolina, is a rapidly growing specialty apparel, accessories, home and gifts retailer celebrating the Southern lifestyle. Palmetto Moon is a fun, energetic company with a relentless focus on customer service. Their stores carry countless affordable gifts and a wide selection of collegiate gear and lifestyle brands including Vineyard Vines, Southern Marsh, Simply Southern, YETI, Chaco, Costa, Rainbow Sandals, Columbia, Guy Harvey, Olukai, Kavu, Ray-Ban, Southern Fried Cotton, Lilly Pulitzer, Corner Clothing, Scout, Southern Tide, Patagonia, Sperry, Mud Pie, Scout, Salt Life and many more.

Palmetto Moon currently operates 20 locations throughout the Southeast in North Charleston (two locations), Mount Pleasant, Summerville, Florence, Myrtle Beach, North Myrtle Beach, Hilton Head, Columbia (two locations) and Greenville, SC; Buford, Dawsonville, Savannah, Woodstock and Augusta, GA; Jacksonville and Daytona Beach, FL; and Charlotte and Wilmington, NC. Palmetto Moon has been voted “Best Collegiate Store” and “Best Gift Store” in Charleston for eight consecutive years (Charleston City Paper 2011 – 2018). Shop online at www.palmettomoononline.com.

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