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**FOR IMMEDIATE RELEASE**

**Michael Kors opens new, expanded store at North Georgia Premium Outlets**

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

**DAWSONVILLE, Ga. (October 8, 2018) —** Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations, announced today the addition of even more sought-after retail offerings at **North Georgia Premium Outlets! Michael Kors** is poised to anchor the center in a new, larger storefront early next year. The luxury brand offers shoppers a variety of accessories, footwear, watches, jewelry, men’s and women’s apparel, eyewear and a full line of fragrance products. The designer store is expanding to a 5,000 square-foot space located near Tommy Hilfiger. A slew of brands, including **Lee Wrangler**, **Oh She’s Cute**, **See’s Candies** and **SPLAT! Cakes n’ Such** are also scheduled to open at the center this November, following the openings of **The Shoe Box** and **Mr. DooDads** in October. 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!

“Our goal is to continually enhance the retail offerings for our loyal shoppers,” said Johnathan Andrews, general manager for North Georgia Premium Outlets. “These additions exemplify our commitment to providing an ever-changing selection that we know our shoppers will love. With a diverse lineup of new brands, there is a little something for everyone when they come spend a day shopping and saving at our center!”

**Lee Wrangler Outlet** brings together two of the most iconic and beloved denim brands under one roof. With a rich heritage of design and innovation, Lee Wrangler Outlet is home to a broad selection of jeans and casual apparel for men and women – all at an incredible everyday value! The new location at North Georgia Premium Outlets will open this fall next to the Food Pavilion.

**Oh She’s Cute**, slated to open in November between adidas and Timberland, will offer shoppers curated trendy styles for work and play. **See's Candies** has been dedicated to making candy with only the finest, freshest ingredients in each recipe, offering over 100 different candies and chocolates. A holiday pop-up will open this November near Brooks Brothers and Tory Burch.

**SPLAT! Cakes n’ Such**, is a locally owned and operated bakery, scheduled to open in November in a space near Nike and Under Armour. **The Shoe Box,** which carries women's designer shoes, clothing and accessories from fashion-forward American and international designers, is expected to open in mid-October near Gap Outlet. These additions join the recent opening of **Mr. DooDads,** which boasts an awesome collection of cards, gifts and novelties for the whole family and is located near Lucky Brand. **The** **Pickled Peach** is the largest seller of locally made Pine Design signs with over 4,000 different products ranging from collegiate, Fairy Gardens, bath soaps, wax melts and so much more! The store is located near the Food Pavilion.

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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