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TEXAS KEY REGION

Belk's Dallas Flagship Part of Growth Push

By DAVID MOUN

BELK INC. is kicking up dust in the Lone Star State. The regional department store officially launches a three-level, 185,000-square-foot flagship in the ballas Calleria today, and of's no garden variety Belk. It's Belk's first flagship in Texas signaling the company's determination to aggressively grow its volume and footprint in the state, which the company believes represents its greatest growth opportunity. Belk efficials see opening three to four additional stores in the Dallas-Port Worth area over the next few years.

The Dallas Calleria unit is also among the new breed of Belk flagships that serve as linchpins in the retailer's emerging "hub and spoke" expansion stratey. The new-look flagships are popping up in several states and flaunt pumped-up assortments.

By expanding in Texas and in other markets, the 45 billion Belk has set a goal to reach \$6 billion in revenues within five years. The company has become agaital-intensive, investing \$700 million over the next three years in the business, with the bulk of the bodget for store openings, remodels, expansions and new technology. Speading for branding and customer service is also on the rise.

The Charlotte, N.C.-based Bolk has been in Texas since 1952, when it opened in Paris, Tex. But for decades, Belk neglected serious expansion in the state, occasionally opening stores under its former decentralized stricture, while leaving Dillard's, Nordstrom and Mary's time to establish beachheads. It wasn't until four years ago, well after centralizing and tightening its structure, that Belk beggan to resexamine its Texas state and compete squarely with the pack. Four stores were relied out, bringing the count to 14. Dallas Galleria, the 18th unit in Texas and the 18th flagship in the chain, was formerly a Saks Fifth Avenue location. Belk guited the site and tore down wails to decompartmentialize and create a brighter, open environment mentalize and create a brighter, open environs

VF Promotes Rendle To New Key SVP Role

By ARNOLD J. KARR

STEVE RENDLE has been promoted to senior vice president of the Americas at VF Corp. in a move that catapaths him to the top of the list of possible successors to Eric Wiseman as chief executive officer of the largest U.S.-based apparel company.

The move also recognizes both the dominance of VF's Outdoor & Action Sports coalition and streamlines the existing reporting structure at the Greenshore, N.C.-based firm.

Rendle 54 has been vice president of VF and

streamlines the existing reporting structure at the Greensbore, N.C.-based &rm.

Rendle, 54, has been vice president of VF and group president of Outdoor & Action Sports in the Americas since 2011 following two years he president of the Outdoor Americas group, comprised of The North Face, JanSport, Eagle Creek and Lucy, He now adds responsibility for the group's other coalitions—Jeanswear, Imagewear, Sportswear and Contemporary—in North, South and Central America.

His previous responsibilities have been split between Patrik Prisk, who has been promoted to coalition president for Outdoors Americas, and Kavin Bailey, promoted to coalition president for Action Sports Americas and Vars.

Rendle continues to report to Wiseman, VF's chairman, president and eee, while Prisk and Bailey continue to report to Rendle.

Sect Baxler, Karen Murray and Susan Kellogs, who'd previously reported directly to Wiseman, will now report to Rendle. Baxler is vice president of VF and group president of Jeanswear, Imagewear and South America.



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