

Von Maur Department Store Opens First Location in New York

Written by Australian Business

DAVENPORT, Iowa, Oct. 26, 2013 /PRNewswire/ -- Von Maur Department Stores announced today the opening of its newest location. Located just outside of Rochester, N.Y., at Eastview Mall in Victor, N.Y., the 140,000 square foot store is the Company's first location in New York and first in the Northeast.

Known for its outstanding selection of brand name and specialty apparel, shoes, cosmetics, accessories and gifts, the new store features products from leading brands such as Brooks Brothers, Nic & Zoe, Free People, Kate Spade, Joe's Jeans, Ted Baker, and Tommy Bahama, among many others. In addition to its selection of popular brands and merchandise, Von Maur is also widely-regarded for its superior customer service, including an interest-free charge card, liberal return policy, free gift wrapping and shipping services. The Company also offers above-market wages, excellent benefits and a positive, professional work environment for its 150 associates, the majority of which are full-time.

"After several years of exploring the market, we're excited to finally open our doors at Eastview Mall and make our mark in the Northeast," said Jim von Maur, president of Von Maur. "The greater Rochester area is a vibrant community with a strong history of quality retailers. We look forward to building on this local history and providing shoppers with our unparalleled customer service, selection and overall shopping experience we've prided ourselves on for more than 140 years."

Anchoring the mall's southwestern wing in the former Bon Ton location, the store underwent a

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complete reconstruction to achieve Von Maur's signature exterior brick facade with arching entryways accented by a copper roof and cupolas. The two-level store features expansive floor plans that accentuate Von Maur's residential ambiance, complete with antiques, original artwork and music from the store's grand piano. Fresh layouts in many departments, especially Lingerie, Juniors and Handbags add ease to the shopping experience. An interactive, life-sized tree in children's is designed to entertain Von Maur's youngest shoppers while amenities such as an antique pub display piece, motorcycle and television offer enjoyment in the Men's areas. Partnering with local contractor LaChase Construction, Von Maur created more than 125 jobs over the course of the reconstruction.

Commencing with a ribbon cutting ceremony today at 9:45 a.m. EDT, the grand opening will offer live music, children's entertainment and in-store giveaways, including two \$1,000 shopping sprees. Hours of operation are Monday to Saturday, 10 a.m. – 9 p.m. ET, and Sunday, 11 a.m. – 6 p.m. ET.

About Von Maur Von Maur was founded more than 140 years ago in downtown Davenport, Iowa. The Company currently operates 28 stores in 12 states. The Company also runs a successful online business at vonmaur.com. For more information, please visit www.vonmaur.com.

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