

Von Maur Department Store Opens First Location in Alabama

Written by Australian Business

DAVENPORT, Iowa, Nov. 2, 2013 /PRNewswire/ -- Von Maur Department Store announced today the opening of its newest location. Located just outside of Birmingham, Ala., at Riverchase Galleria in Hoover, Ala., the 185,000-square-foot store is the Company's first location in Alabama and one of the largest locations in the country.

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, Donald J Pliner, Coach, Joe's Jeans, Hugo Boss, 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 200 associates, the majority of which are full-time.

Commencing with a ribbon cutting ceremony today at 9:45 a.m. EST, the grand opening will feature events throughout the day, including guest appearances by

Peyton List

, who plays Emma on the Disney Channel hit show "Jessie", John "Hog" Hannah, former University of

Alabama

and New England Patriots football player, and

Zoe Chatfield-Taylor

, merchandiser for women's clothing line Nic + Zoe. Additionally,

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will offer live music, children's entertainment and in-store giveaways, including two \$1,000 shopping sprees.

"After opening our first Southeastern location two years ago, we couldn't be more excited to continue building on our success in the region with the addition of our first Alabama location at Riverchase Galleria," said

Jim von Maur

, president of

Von Maur

. "Our combination of beautiful merchandise, customer service and attention to the overall shopping experience will be an excellent addition to the mall. We look forward to becoming one of the go-to shopping destinations for area residents and

Birmingham

visitors."

"I guarantee the people of metro Birmingham will become avid and loyal shoppers of Von Maur," said

Christopher White

, marketing manager of Riverchase Galleria. "Not only does the Company offer an exceptional selection of luxury brands, but its attention to customer service and detail will certainly leave shoppers equally impressed. To have such a high caliber department store is without question a great achievement for the mall."

Located at the mall's former Macy's location, the store underwent a full reconstruction and now the exterior boasts Von Maur's signature exterior brick facade with arching entryways. Inside, open expansive floor plans accentuate

Von Maur's residential
ambiance, complete with antiques, original artwork and music from the store's grand piano.

New department design in Shoes, Juniors, Handbags and Lingerie add to the shopping experience. An interactive, life-sized tree in children's is designed to entertain

Von Maur's

youngest shoppers while an antique pub display piece, motorcycle and multiple televisions offer enjoyment in the Men's areas. Hours of operation are Monday to Saturday,

10 a.m.

—

9 p.m. EST

, and Sunday,

12 p.m.

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6 p.m. EST

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About Von Maur Von Maur was founded more than 140 years ago in downtown Davenport, Iowa. The Company currently operates 29 stores in 13 states, along with a 120,000-square-foot E-Commerce facility that drives its successful online business at vonmaur.com. For more information, please visit www.vonmaur.com.
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