

**FOR IMMEDIATE RELEASE**

February 16, 2021

**MEDIA CONTACT**

Amy Duke, Marketing Director  
(e) [bluegrassmkt@horizongroup.com](mailto:bluegrassmkt@horizongroup.com)  
(p) 502.722.5558

**First of Its Kind: Simply Southern Set to Open Its Only Store in Kentucky  
at The Outlet Shoppes of the Bluegrass**

*The company makes eye-catching t-shirts that have grown in popularity*

**SIMPSONVILLE, KY** – A brand that captures the laid-back Southern lifestyle finds a home in Kentucky. The Outlet Shoppes of the Bluegrass is thrilled to announce the opening of Simply Southern. Located next to Nike near Center Court, the store will start selling its lively designed clothing, accessories and gifts later this month.

Founded in 2005, Simply Southern originally offered high-quality t-shirts out of a kiosk in Greensboro, NC. With catchy phrases and brilliant, colorful patterns, these shirts quickly put Simply Southern on the retail map while helping lead to explosive growth.

Since its humble beginnings, Simply Southern has branched out to carry dresses, outerwear, and tops for women. In addition, the company produces outerwear and shirts for men as well as a line of clothing for kids. Shoppers can also browse an assortment of hats, wallets, headbands, bags, totes, watch bands and more.

“Simply Southern will be a wonderful addition, because it will create a new dynamic to the options at The Outlet Shoppes,” said Debbie Griesinger, General Manager for The Outlet Shoppes of the Bluegrass. “The brand will resonate with shoppers, plus they’ll be drawn to the bold patterns and designs.”

For three years, Simply Southern was recognized as the #1 ranked t-shirt brand according to *Giftbeat*, a monthly trade publication that records gift industry trends. With all of its success, Simply Southern continues their mission of helping those in need. The retailer is a sponsor of ChildFund International, several turtle conservation foundations, and more. With proceeds from the sales of their variety of items, Simply Southern has donated more than \$3.5 million in cash and merchandise to these various organizations. Recently, the company gave 10,000 KN95 masks to hospitals to support their COVID-19 relief efforts.

The company employs more than 400 people in locations throughout Alabama, Georgia, North Carolina, South Carolina, Tennessee and Virginia. The retailer’s store at The Outlet Shoppes will be its 24th nationwide.

# The Outlet

## Shoppes of the Bluegrass

The Simply Southern announcement comes at a time when Hugo Boss, an international fashion and lifestyle brand, will also open their doors soon. And if that weren't enough, shoppers will have extra reasons to visit the Center as more new stores will welcome guests in the near future. Stay tuned for that news.

For the latest news at The Outlet Shoppes, please visit [www.TheOutletShoppesoftheBluegrass.com](http://www.TheOutletShoppesoftheBluegrass.com) or follow The Outlet Shoppes on [Facebook](#).

###

### **About The Outlet Shoppes of the Bluegrass**

*The Outlet Shoppes of the Bluegrass opened in July 2014 and is the region's premier experience for outlet shopping. It is the only designer outlet center in the state of Kentucky, featuring more than 80 name-brand stores, including Kate Spade, Michael Kors, Coach, Vera Bradley, Nike, The North Face, Under Armour and many more. For more information and a complete list of stores at The Outlet Shoppes of the Bluegrass, please visit [www.TheOutletShoppesoftheBluegrass.com](http://www.TheOutletShoppesoftheBluegrass.com).*