



KENDRA SCOTT

Kendra Scott Magazine Street To Host Grand Opening Celebration

NEW ORLEANS, LA (NOVEMBER 11, 2015) —KENDRA SCOTT is celebrating the recent opening of their Magazine Street store with a Grand Opening event on Friday, December 4 in partnership with the Junior League of New Orleans.

The brand's 30th store location opened its doors on September 28, converting a traditional-style house built in 1912 into a dynamic retail store that showcases Kendra Scott's array of jewelry and accessories.

Specifically, the Kendra Scott Color Bar™ takes center stage, offering shoppers the unique and interactive opportunity to create customized jewelry in minutes. The Kendra Scott Magazine Street store joins a number of upscale retailers and dining venues in the prestigious shopping district just in time for holiday shopping.

The Kendra Scott company was founded on the mantra "Family, Fashion, Philanthropy" and as the brand has grown it continues to hold philanthropy as one of its core values. As a part of their Grand Opening event, Kendra Scott Magazine Street will be showcasing five community projects funded by the Junior League of New Orleans, and asking shoppers to vote on the cause to which 20% of the night's proceeds will be donated.

The five community projects include Kids in the Kitchen, Get on Board, Lemonade Day University, Women in Business and Entrepreneurship, and general funding for the Junior League of New Orleans. A voting center will be set up in the center of the store and every guest will receive one vote. Each purchase made during the event is an opportunity for an additional vote. The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

"At Kendra Scott, I constantly emphasize the saying that 'What Matters to You Matters to Us.' We care about each of our local communities and the causes that matter most to them," says Kendra. "I hope that this Grand Opening event will not only introduce New Orleans shoppers to my brand's vibrant style, but also to our company's heart for giving back."

The Kendra Scott Magazine Street Grand Opening event will be held at 5757 Magazine Street on Friday, December 4 from 5:30pm to 8pm.

ABOUT KENDRA SCOTT

Kendra Scott is a leading fashion accessories brand inspired by the personal experiences, travel, and sense of community of its CEO and designer, Kendra Scott. Sold at premiere retailers including Neiman Marcus, Nordstrom, Bloomingdale's and over 600 specialty boutiques worldwide, the brand boasts a thriving web business and numerous namesake stores across the country. Kendra Scott is known for its kaleidoscope of beautiful accessories as well as the innovative and customizable Color Bar™ experience. As the brand continues to grow, the company remains true to its founding philosophy of "Family, Fashion, Philanthropy."

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