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**Southern Lifestyle Retailer, Palmetto Moon Set to Open Store
in Tanger Outlets of Sevierville
Grand Opening Celebration - February 27 & 28, 2021**

CHARLESTON, SC – FEBRUARY 11, 2020: Palmetto Moon, a southern lifestyle gift retailer, will open its newest store in the Tanger Outlets of Sevierville, located at 1645 Parkway, Suite 1100, Sevierville, TN on Saturday, February 27, 2021. Palmetto Moon serves as a one-stop shop for fashion, outdoor apparel, gifts, shoes, accessories, collegiate gear, drinkware, and more for the southern at heart.

The store will host a Grand Opening Celebration on Saturday, February 27th from 10am-2pm and Sunday, February 28th from 10am-2pm. With state COVID protocols in place, the store is excited to welcome guests for two days of family fun including:

- Spin-to-Win prizes every 15 minutes with freebies from popular brands
- Hourly prizes from big brands such as Columbia, Chubbies, + more
- Grand prize giveaways - a Giant ATX mountain bike and a huge YETI bundle
- FREE custom YETI Colster to the first 200 shoppers each day (with qualifying purchase)
- Food and drinks
- Lively music

“We are thrilled to expand our brand into Sevierville and serve the people of this area,” says Eric Holzer, CEO of Palmetto Moon. “We love Sevierville’s sense of community, fandom for collegiate sports, and love of the outdoors. These elements made it a perfect location for our next Palmetto Moon.”

Palmetto Moon is known for its ‘customer first’ service and hand-picked showcase of brands that celebrate the Southern lifestyle. Unlike mass merchants, Palmetto Moon’s philosophy is to merchandise unique gifts that local customers will delight in.

The new Sevierville store will offer popular brands including YETI, Hey Dude, BOGG, Old Row and Chubbies, as well as local and up-and-coming products, University of Tennessee collegiate gear, Palmetto Moon’s exclusive line, and custom goods designed specifically for Sevierville shoppers.

“We want to create a truly distinctive shopping experience and believe Palmetto Moon is transforming the retail experience of brick-and-mortar stores through our integrated buying and in-store experience,” added Holzer.

With an open floor plan spanning 6,500 square-feet, customers can easily shop dedicated departments in Home & Gifts, Men’s, Women’s, Children, Collegiate and Footwear, as well as feature displays for trending brands and emerging products. The store design is bright and airy with an abundance of natural light and features stylized fitting rooms reminiscent of a cozy Southern front porch.

“We authentically reflect the different facets of Southern life in all that we do, from the way we greet our customers to the product assortment on the store floor. Our unique retail formula produces a shopping destination for all generations to shop in one place,” says Holzer.

With the addition of the new Sevierville location, Palmetto Moon is now a 27-store Southeastern retail chain.

***About Palmetto Moon** – [Palmetto Moon](#), based in Charleston, South Carolina, is a rapidly growing specialty apparel, accessories, home, and gifts retailer celebrating the Southern lifestyle. Palmetto Moon is a fun, energetic company with a relentless focus on customer service. The stores carry countless affordable gifts and a wide selection of collegiate gear and lifestyle brands including Vineyard Vines, YETI, Chubbies, Patagonia, Southern Marsh, Simply Southern, Hey Dude, Hippie Runner, Old Row, Kan Can, Costa, Columbia, Rainbow Sandals, Olukai, Brumate, Mud Pie, and many more.*

Palmetto Moon currently operates 26 locations throughout the Southeast in South Carolina, North Carolina, Georgia, Florida, and Tennessee. Shop online at www.palmettomoononline.com.

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