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Bon-Ton Raises The Curtain On The Fall NEW & NOW Fashion Trends

MILWAUKEE, Aug. 28, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (NASDAQ: BONT), which operates Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers stores, unveils what's NEW & NOW in fashion this season. Must-have fall trends, styles and colors in apparel, shoes, handbags and accessories are now available in stores and online.

Raise the Curtain on Fall 2017; the stage is set and we welcome the autumn playlist. View our guide to the looks, the pieces and the details that will make the season sing. Bon-Ton has assembled the must-have essentials, and the striking details to start off the season.



Fall 2017 Trend Guide

Now Showing: Must-Have Essentials

- | **An Elevated Jacket:** The statement third piece to top off your look
- | **Something Velvet:** Opulent jewel tones head to toe
- | **The Romantic Blouse:** Look for poplin shirting, full dramatic sleeves and novelty neck treatment
- | **Anything Embroidered:** Hand crafted appeal; embroidery details
- | **Statement Denim:** Fringed, frayed, destructive, embellished and unique treatments
- | **Luxe Boots:** Crushed velvet, brocade and embroidered and over the knee—the higher the better!

Style Statements:

Dramatic Details: It's all in the details, blouses with full dramatic flair, ruffles, split and pleated sleeves, cold shoulder and neck details get top billing. Key brands include: Bobeau, Fever, Cupio, Calvin Klein and Karen Kane

The Embroidered Edit: Patterned, embellished, colorful, hand crafted--every piece has a story. Embroidered details are everywhere especially in jackets, blouses, dresses and denim. Key brands include: Ruff Hewn, Vintage America Blues, Democracy, Celebrity Pink and Black Daisy

Over the Top (elevated jacket): Add a statement third piece to complete the look. Layer on a cardigan, poncho, bomber, faux fur jacket or vest, military inspired topper or denim jacket--all coming attractions for fall. Key brands include: BLANKNYC, Democracy, Fever, Cupio and Pink Rose

Luxe Life: We are crushing on velvet. Rich colors in green and burgundy are the stars of the show. You'll find this extra luxury on apparel, handbags and even footwear. Accent your outfit with an embellished velvet choker for a stylish look. Brands include: Madden Girl, Marc Fisher, Nine West and Jessica Simpson

Something a Little More Comfortable: Lights, camera, action. Logos are making a comeback and active looks are new & fresh this season. The new active is back on track with shape shifts, stripes, chevrons, innovative materials, quilting, bold graphics and no sweat sweatshirts. So, sit back relax and enjoy the show with casual, comfortable looks from Champion, Calvin Klein Performance, Tommy Hilfiger, Puma, Under Armour and Juicy Couture

Wild Kingdom: Take a walk on the wild side with animal prints, textures, faux fur and faux leather. Look for cheetah prints in a statement coat, sheer blouse or be spotted in an ankle boot. Key brands include: Jessica Simpson, Michael Kors, Calvin Klein, Dooney & Bourke

Experience the fall trends at a NEW & NOW runway Fashion show in 12 cities across the country. Runway models, styled head to toe by fashion experts, will showcase 40 must-have outfits for the season. Every piece will be on display in the store in missy and plus sizes for an easy NEW & NOW shopping experience. Guests will also enjoy exclusive NEW & NOW fashion offers, beauty makeovers, coffee bar, music and a chance to win designer prizes. Guests can find a location nearby and make reservations [online](#).

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 stores, which includes 9 furniture galleries and four clearance centers, in 24 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves. For further information, please visit thebontonstoresinc.com or the company's web site at bonton.com. Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).



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