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FROM THE DESK OF DEBORAH BUTLER

## Butler Enterprises Announces Opening of J.Crew Factory

GAINESVILLE, FLORIDA (JUNE 2023) — BUTLER ENTERPRISES (<https://www.shopatbutler.com>) has announced the JUNE 15, 2023, opening of J.Crew Factory.

J.Crew Factory, the brand known for its fun, classic, and colorful styles for women, men, and kids, has arrived at Butler Plaza. Customers can celebrate their love of shopping with frequent drops of new arrivals, exclusive in-store-only events, and incredible deals on styles for every occasion. Shoppers are invited to explore the brand’s very own collection of J.Crew Factory–exclusive styles, all at an incredible value. They will also receive a surprise grand opening offer when visiting the new store.

Perks are offered through J.Crew Passport, the brand’s free-to-join loyalty program. Members earn points on every purchase, a \$5 reward for every 200 points, a birthday surprise, early access to discounts, and more. Additional discounts are offered for teachers, college students, healthcare workers, first responders, and military personnel. The retailer offers petite and extended sizes, more styles, and sales at [jcrewfactory.com](http://jcrewfactory.com), where deal seekers can shop online 24/7.

“We couldn’t be more thrilled to be a part of this community,” says Jody Gietl, head of J.Crew Factory. “We’re looking forward to offering families great styles for every occasion, all at compelling prices.”

J.Crew Factory is proud to be a part of the J.Crew Group family of brands, which is celebrating 40 years (and counting...) of elevated American style.

The grand opening will open at 10 AM, tomorrow, Thursday, June 15th. Customers can enjoy \$10 off purchases of \$75 or more including up to 50% off the whole entire store! To celebrate the store opening, J.Crew Factory is providing one grand-prize winner a \$250 J.Crew Factory gift card. To enter to win the gift card, visit the grand opening tomorrow at Butler Plaza West, 3910 SW Archer Rd, Gainesville, FL 32608. Store hours of operations will be:

- Sunday 11:00 AM - 6:00 PM
- Monday 10:00 AM - 9:00 PM
- Tuesday 10:00 AM - 9:00 PM
- Wednesday 10:00 AM - 9:00 PM
- Thursday 10:00 AM - 9:00 PM
- Friday 10:00 AM - 9:00 PM
- Saturday 10:00 AM - 9:00 PM



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### **About J.Crew Factory**

We think shopping should be fun. Actually, *really* fun. As in **scoring our exclusive collection of colorful, classic styles at prices that can't be beat—period**. A fan of timeless silhouettes and amazing fits? We've got you. Like mixing in extra-special details, of-the-moment fabrics and prints you won't find anywhere else? Check. Need to get dressed for your first job interview, a special wedding, or an upcoming vacation? You've come to the right place. Whatever the occasion, we've got **great styles for the whole family that'll have your crew looking good**. Plus, we believe that picking up your favorite looks in stores and online shouldn't mean spending an arm and a leg, **so there are always deals waiting for you**. We're talking 24 hours a day, seven days a week.

### **About Butler Enterprises:**

Butler Enterprises offers over 150 stores and restaurants spanning 2 million square feet. Butler Enterprises is the largest retail center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 82 years. Each year, Butler Enterprises has over 20 million visits to Butler Plaza, North, and Town Center.

Additional information about Butler Enterprises is available at [www.shopatbutler.com](http://www.shopatbutler.com).

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