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New Blog Post from Goodwill Industries of the Southern Piedmont!

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## [Our New GW Boutique Will Open in South End on July 20 \(Plus How You Can Shop Early\)](#)



### **What**

We're opening a second GW location in Charlotte, this time in Lower South End. The new store will be located at 3609 South Boulevard, right across from the Scaleybark light rail station. For those of you who don't know, GW is a chic store currently located at the Goodwill Opportunity Campus in west Charlotte that offers affordable designer and brand name women's and men's apparel, shoes, jewelry, accessories and home décor, stylized for shoppers. GW is unlike our traditional retail stores in that its merchandise is curated for shoppers, looking more like a trendy boutique than a typical thrift store.

### **When**

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open its doors on Friday, July 20, at 9 a.m., so mark your calendars! Want in on a little secret? Keep reading to find out how you can shop early!

### Early Access

Members of our [Good Points Loyalty Program](#) will be able to enter the store an hour early on opening day – July 20. Yep, you read that right. If you’re a member of our loyalty program, you’ll be allowed to enter the store and begin shopping at 8 a.m. on July 20, whereas the general public has to wait until 9 a.m. If you’re not a loyalty program member, visit your local Goodwill prior to July 20 and ask your cashier to sign you up so that you can have early access too!

### Stay Tuned

Over the next week and a half, we’ll be posting more information about GW LoSo on our social media channels, so be sure to follow us @goodwillsp.



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