

## LOCAL CLOTHING STORE GENESIS OPENS STORE IN DAKOTA SQUARE MALL

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**Minot, ND-** Locally-owned and operated clothing store Genesis recently announced its plans to open a store in Dakota Square Mall in Minot for the upcoming holidays. Genesis, located next to Journey's in the mall, is scheduled to open their doors to the public the week of November 15<sup>th</sup>.

When visiting Genesis, one is greeted by a friendly sales staff as well as an inventory of competitively priced on-trend brands and styles. Originally opened in 2014 as "Starboard" in Williston, a name change to "Genesis" was completed in 2019. Genesis carries apparel, footwear, eyewear, and accessories, for men, women, and children. Popular lifestyle brands include: Vans, Roxy, Billabong, Hurley, Birkenstock, Oakley, North Face, Fox Racing, UGG and many more.

Lenny and Miranda are MSU alumni and are excited to bring the friendly service that the Minot community values. Family values like dependability and generosity bleed into their business model. The company has a history of giving back a portion of their profits to organizations around the Williston community and they look forward to doing the same in Minot, especially because Lenny is also an Air Force veteran.

"It feels like coming home," shared Lenny. "Miranda and I spent a considerable amount of time in Minot and we hope we come back and offer name brand products and good customer service from a small, locally owned company in the Magic City market."

Genesis is always looking for great people and they are currently looking for seasonal help through the holidays. Applicants can stop by the store or fill out an application on their website at [ShopGenesisND.com](http://ShopGenesisND.com).

To keep up with the latest news from Genesis, be sure to follow the store at [Facebook.com/ShopGenesisND](https://Facebook.com/ShopGenesisND) and [Instagram.com/shopgenesisnd](https://Instagram.com/shopgenesisnd).

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Genesis is a family-owned clothing store with the mission to provide a specialty retail experience by offering the best selections available to our customers with the best customer service. Genesis has thrived on providing their customers with a comfortable, safe, and clean environment. Genesis greatly values giving back to the community that keeps them growing.

[shopgenesisnd.com](http://shopgenesisnd.com)

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