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“Feel Good” At STORY At Macy’s

STORY at Macy’s teams up with Well+Good to demystify wellness with curated products, health tips and experiences at 36 stores nationwide

NEW YORK--(BUSINESS WIRE)-- STORY at Macy’s, the ever-changing, narrative-driven retail concept inside 36 Macy’s stores nationwide, unveils its latest theme: “Feel Good.” Starting today through April 2020, Feel Good STORY brings a fresh focus on wellness and uses merchandise curation and events to explore simple and actionable ways for customers to find greater balance, energy and nourishment. In partnership with the award-winning fitness and wellness media platform, [Well+Good](#), Feel Good STORY leverages its expertise in the field to help define and demystify what it means to live a healthy life through both editorial tips and product picks.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200116005428/en/>



STORY at Macy’s launches “Feel Good STORY,” the latest theme of the narrative-driven retail concept inside 36 Macy’s stores nationwide. Bala,

The wellness-focused retail narrative invites discovery through three curatorial spaces and each introduces merchandise and experiences to help you feel Balanced, Energized and Nourished. The Balanced moment is all about mindfulness and invites guests to pause for a complimentary meditation in partnership with Calm, the number one app for sleep, meditation and relaxation. To feel Energized, customers are invited to explore something new, from weighted arm bangles by *Bala* to an in-store barre fitness class.

Classic 1lb. Bangles, \$49 (Photo: Business Wire)

Finally in Nourished, healthy habits are the focus with new takes on snacking from *Dada Daily* and alcohol-free elixirs by *Seedlip*.

STORY at Macy's product curation meets with editor-approved intel from Well+Good to add a simple, informative layer to the experience. For example, shoppers will discover that to get a good night's sleep, editors suggest "cooling down your bedroom," alongside the *dodow*, a glowing timer that teaches you to fall asleep. Additional tips cover topics like the benefits of dark chocolate, relaxation techniques, and how to maximize your crystals. Well+Good also supports STORY's merchandise curation by leveraging its 2020 Wellness Trends to inform product selections like snack-able chickpeas. Within these broad moments, STORY at Macy's and Well+Good take aim at trending topics like sleep, self-care, exercise, hydration, muscle recovery and healthy snacking.

"Well+Good decodes and demystifies wellness to help our community live a healthy lifestyle in a way that works for them," said Alexia Brue, co-founder of the award-winning media company Well+Good. "Partnering with STORY at Macy's allows us to share our rigorously researched editorial content in a new and exciting way, giving people in-person tips to feel more Balanced, Energized and Nourished."

To bring the Feel Good experience to life, STORY energizes its in-store environment with meditation spaces in partnership with the Calm app at all locations and a range of community-centered events focused on wellness. The concept will host events featuring local experts in the health and wellness space for cooking classes, panel discussions, journaling and meditation workshops, a manicure bar, yoga and barre classes, and mocktail-faking workshops.

A special selection of STORY at Macy's wellness product will also be available on [macys.com](https://www.macys.com), curated by the three focus areas. From a lavender mimosa candle by *Paddywax* in Balanced and collapsible foam roller by *Brazyn Life* in Energized to a mocktail faking kit by *Luckies of London* in Nourished, online shoppers will be able to discover something that will make them feel good, too.

In-store, the STORY at Macy's flagship shop at Herald Square in New York City will leverage its footprint to give visitors even more ways to find their feel good moment. Macy's Herald Square visitors can enjoy meditation within The Calm Booth by ROOM, a soundproof and acoustic booth designed to bring mindfulness into busy environments. In the Nourished section, STORY at Macy's also offers a convenient market stocked with healthful grab-and-go snacks, from grain-free granola to diet-compliant bites by *Sun & Swell*. At both the Herald Square and State Street Chicago STORY at Macy's locations, *Farmer's Fridge*, a vending machine stocked with healthy options, like salads and breakfast bowls, will also give shoppers an added boost of nourishment.

Event Highlights

For a complete list of "Feel Good STORY" events and to RSVP, visit [macys.com/STORY](https://www.macys.com/STORY)

Sugar Free with Michele Promaulayko

Tuesday, Jan. 28 – Macy's Herald Square

Michele Promaulayko, former editor-in-chief of *Cosmopolitan* and author of *Sugar Free 3*,

along with nutrition expert Kerri Glassman and Well+Good editor Jessie Van Amburg, talk through the benefits of going sugar free on your mind, skin and body.

Good Times: Mocktails Mixology

Wednesday, Jan. 29 - All STORY at Macy's locations

Join mocktail experts from Brooklyn's favorite alcohol-free bar, *Getaway Bar*, to craft (and enjoy!) delicious and nutritious drinks.

Good Conversations: A New Era of Eating Well with Well+Good

Check macys.com/STORY for event information

Join Melisse Gelula, co-founder of award-winning media company Well+Good, and some of the top nutrition and food experts for a conversation around decoding diet trends in a data crazy world, eating for nourishment and creating healthy, long term habits with food.

Good Notes: Journaling + Meditation

Tuesday, Feb. 4 – Macy's Herald Square;

Wednesday, Feb. 26 – All STORY at Macy's locations (excluding HSQ)

Put pen to paper and learn to transform creativity into self-expression with *AllSwell Creative* followed by intention setting with *Wishbeads*.

Flow Yoga with Y7

Tuesday, Feb. 11 – Macy's Herald Square

Join Y7 at STORY at Macy's for a free flowin', sweat drippin', beat bumpin' yoga class that will spark your mind, body and spirit.

Bright Futures: Astrology with Susan Miller

Wednesday, March 4 – Macy's on State Street;

Tuesday, March 10 – Macy's Herald Square;

Thursday, March 12 – Macy's Metro Center

Join renowned astrologer Susan Miller for an inspiring look into the year ahead.

“Feel Good STORY” launches today at all STORY at Macy's locations:

- Macy's South Coast Plaza – Costa Mesa, CA
- Macy's Newport Fashion Island – Newport Beach, CA
- Macy's Stoneridge – Pleasanton, CA
- Macy's Union Square – San Francisco, CA
- Macy's Westfield Valley Fair – Santa Clara, CA
- Macy's Boca Raton Town Center – Boca Raton, FL
- Macy's Dadeland – Miami, FL
- Macy's Orlando Millenia – Orlando, FL
- Macy's Lenox Square- Atlanta, GA
- Macy's Perimeter – Atlanta, GA
- Macy's State Street – Chicago, IL
- Macy's Woodfield – Schaumburg, IL
- Macy's Castleton Square – Indianapolis, IN
- Macy's Fayette – Lexington, KY
- Macy's Ridgedale – Minnetonka, MN
- Macy's Las Vegas Fashion Show – Las Vegas, NV
- Macy's Bridgewater – Bridgewater Township, NJ

- Macy's Freehold – Freehold Township, NJ
- Macy's Short Hills – Short Hills, NJ
- Macy's Willowbrook – Wayne, NJ
- Macy's Brooklyn – Brooklyn, NY
- Macy's Roosevelt Field – Long Island, NY
- Macy's Herald Square – New York, NY
- Macy's Queens Center – Queens, NY
- Macy's Cross County – Yonkers, NY
- Macy's Kenwood Towne Centre – Cincinnati, OH
- Macy's Easton Town Center – Columbus, OH
- Macy's Polaris Fashion Place – Columbus, OH
- Macy's Center City – Philadelphia, PA
- Macy's Ross Park – Pittsburgh, PA
- Macy's Northpark Center – Dallas, TX
- Macy's Houston Galleria – Houston, TX
- Macy's Memorial City – Houston, TX
- Macy's Bellevue – Bellevue, WA
- Macy's Alderwood – Lynnwood, WA
- Macy's Metro Center – Washington, D.C.

Feel Good STORY Shop and product images for media use are available at:

<https://www.dropbox.com/sh/ash3kqaumgds4hz/AADzVhf58OH8rA1otdkFacrEa?dl=0>

About STORY

STORY is a retail concept that changes every few months to bring a new narrative experience to life through curated merchandise and event programming. The ever-changing experience began in 2010 in New York City, where STORY operated as an independent small business for seven years and pioneered a retail as media business model that changed every eight weeks to open a new theme while engaging brands as sponsors for each themed story. Macy's acquired STORY in 2018 and its founder, Rachel Shechtman, now serves as Macy's brand experience officer. STORY relaunched in spring of 2019 as STORY at Macy's. Visit [macys.com/STORY](https://www.macys.com/STORY) for more information.

About Macy's

Macy's is America's store for life. The largest retail brand of Macy's, Inc. (NYSE:M) delivers quality fashion at affordable prices to customers at approximately 640 locations in 43 states, the District of Columbia, Puerto Rico, and Guam, as well as to customers in more than 100 international destinations through leading e-commerce site [macys.com](https://www.macys.com). Macy's inspires fashion exploration and discovery through the most desired family of exclusive brands for her, for him, for the home, and via our dynamic mobile and social platforms. We know the power of celebration, demonstrated through decades of memorable experiences created during Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. Macy's flagship stores – including New York City's Herald Square – are internationally renowned and preeminent destinations for tourists. With the collective support of our customers and employees, Macy's builds community and helps make a difference in every market we serve, supporting local and national charities by giving nearly \$50 million each

year, plus 146,000 hours of volunteer service. For more than 160 years, Macy's has, and continues to, make life shine brighter for our customers, colleagues, and communities.

For Macy's media materials, including images and contacts, please visit our online pressroom at [macysinc.com/news-media](https://www.macysinc.com/news-media).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20200116005428/en/>

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