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macy's inc

Macy's Reimagines Men's Shopping Experience At Flagship Herald Square

The main floor men's department has undergone a transformation, including the launch of The Park, a revolving destination for the latest trends

NEW YORK--(BUSINESS WIRE)-- Macy's Herald Square this week unveiled a major renovation to its iconic 34th Street flagship main floor men's destination. The reimagined store layout features new and exciting products, fashion-forward brands and a curated space highlighting trends called *The Park*.

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

<https://www.businesswire.com/news/home/20191018005294/en/>



Macy's reimagines men's shopping experience at flagship Herald Square, including a revolving destination for the latest trends, The Park. (Photo: Business Wire)

"This reimagination sets the bar with our men's customer," said Mark Stocker, general business manager of men's and kids. "We're transforming his shopping experience, and I'm excited to see the concept rolling out to the remaining flagships with great fashion expressed in every Macy's."

Macy's newly unveiled, 14,500 square foot main floor experience is a lifestyle hotspot for the fashion-

conscious, urban customer to be inspired and discover new brands and fashion in a trendy, au courant setting. The space features new additions Scotch & Soda, Coach men's apparel, and a premium denim zone with J BRAND, 7 For All Mankind, Fidelity, Naked & Famous Denim, as well as a revolving door of new brands including Desigual, Avirex, Paisley & Gray, INC Onyx, Goorin Bros, Brooklyn Brigade and more, hosted in *The Park*.

The Park is a 4,500 square foot hub within the experience that features on-trend, cutting edge men's fashion and completely refreshes every eight to 12 weeks. *The Park* provides

shoppers the opportunity to build outfits from head-to-toe across apparel, accessories, shoes, and more.

“Macy’s curated assortment inspires our customer to express himself through fashion, while showing him how to effortlessly wear head-to-toe looks,” said Durand Guion, vice president of Macy’s fashion office. “We know that he loves to shop according to his style, is drawn to elevated fashion and continues to trust us to offer everything he needs, including the best brands and must-have items to update his wardrobe.”

Discover *The Park* and shop select styles at [macys.com/thepark](https://www.macys.com/thepark) and for more on the latest men’s fashion at Macy’s, check out [The Edit](#) on macys.com or follow [@macysmen](#) on Instagram.

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. 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.

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