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Bluemercury and Its Founders Barry Beck and Marla Beck Celebrate 20 Years as the Leading National Luxury Beauty Retailer

WASHINGTON--(BUSINESS WIRE)-- Bluemercury, the nationwide luxury cosmetics retailer is celebrating 20 years as the go-to, neighborhood beauty store for consumers across the country.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190513005040/en/>



Barry Beck COO and Marla Beck CEO, Bluemercury, Inc. (Photo: Business Wire)

Founded in 1999 by husband and wife team Barry Beck and Marla Beck, the idea for Bluemercury was conceived in the Georgetown neighborhood of Washington, D.C. during one of the couple's nightly walks. The company's name is reflective of its attributes. The color "Blue" represents trust and loyalty,

while "Mercury," the god of information, speaks to the brand's ongoing mission as a retailer who offers its customers expert, honest advice.

"For the past 20 years, we have challenged the traditional perceptions of beauty shopping with our unique and innovative approach," said Marla Beck, Co-Founder and CEO of Bluemercury. "Our mission has always been to bring luxury beauty products and skincare to our clients and to be the best in the world at giving beauty advice. We have transitioned from a best kept secret to an iconic, luxury brand and household name while maintaining the connection to our roots with two entrepreneur founders at the helm. We have our incredible beauty experts and our customers to thank for that."

The Company has set itself apart with a unique and innovative strategy. Bluemercury stores are embedded in local communities where their clients live and work, creating accessibility to their favorite products and spa treatments, and advice from the company's Beauty Experts. The stores also offer two hugely successful proprietary brands created by Barry Beck and

Marla Beck, M-61 Powerful Skincare® and Lune+Aster® Cosmetics, which have become cult favorites amongst their loyal customer base.

“As we expand our nationwide fleet of 184 stores, we continue to be at the forefront of every major beauty innovation since our inception,” said Barry Beck, Co-Founder and COO of Bluemercury. “Although we operate in a glamorous business, we are data driven and are always able to quickly connect the dots to see the trends and what’s next. We are widely recognized as the pioneer of main street beauty shopping in America today and we know we will continue to thrive during this disruptive time in retail history.”

To celebrate 20 years in business, the brand will rollout exclusive products, giftsets and events with longtime brand partners including La Mer, Trish McEvoy, Darphin, Chantecaille, Kiehl’s, Chanel and Tom Ford amongst others. They will also be hosting a series of events throughout the year to commemorate the anniversary.

Today, Bluemercury is widely recognized as the largest and fastest-growing luxury beauty products and retail spa chain in the nation. It was Bluemercury’s obsessed loyal customer base and premium merchandise, that has fueled the company’s rapid expansion. In 2015, Bluemercury was acquired by Macy’s for \$210 million. This iconic high-growth luxury brand now boasts more than 184 specialty stores nationwide.

Convenience has always been paramount to Bluemercury. In major cities, clients live within a five-mile radius of their local store and in the suburbs, it’s usually never more than a 15-minute drive door to door.

Bluemercury is excited to celebrate 20 years.

About Bluemercury

Bluemercury was founded in 1999 by Barry and Marla Beck and is widely recognized as the nation’s largest and fastest-growing luxury beauty products and retail spa chain. This iconic high-growth luxury brand now boasts more than 184 specialty stores nationwide. Bluemercury joined Macy’s, Inc. through acquisition in March 2015 and is the go-to destination for all luxury beauty needs. Bluemercury stores are embedded in local communities near where clients live and work. The Bluemercury approach always starts with the customer and providing her with a better and more engaging shopping experience.

For additional information on Bluemercury visit Bluemercury.com, follow Bluemercury on [Facebook](https://www.facebook.com/bluemercury), and @bluemercury on [Instagram](https://www.instagram.com/bluemercury) and [Twitter](https://twitter.com/bluemercury).

Editor Notes

Key Company Milestones:

- 1999 – Barry and Marla Beck open Bluemercury as an e-commerce site with \$1 million in seed money
 - Store #1 quickly follows in Georgetown as the Beck’s learn the world isn’t quite ready for a beauty e-tailer
- 2001 – Store #3 opens in Philadelphia, PA

- 2005 – Store #10 open in Westfield, NJ
- 2008 – First NYC store opens on the Upper West Side
- 2012 – M-61 Powerful Skincare® is born
 - The launch of the brand's best-selling PowerGlow® Peel quickly follows - a 1-minute, 1-step exfoliating peel pad that today sells 1 every 8 seconds.
- 2015 – Lune+Aster® Cosmetics is born
- 2015 – Sale to Macy's for \$210 million
- 2016 – Store #100 opens in Savannah, GA
- 2017 – Bluemercury opens NYC Flagship Store at the Hilton Midtown with AI mirror technology and 1-hour delivery in Manhattan
- 2019 – Celebrating 20 years as your friendly, local neighborhood beauty store

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Source: Bluemercury