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# Macy's Hosts Brand Partner Summit Highlighting Business Insights and Innovation

*Topics include Growth Stores, Vendor Direct, Backstage, Same-Day Delivery, In App "Style Inspo", Macy's Fashion Academy and #MacysLove Campaign*

NEW YORK--(BUSINESS WIRE)-- Today, Macy's brought together nearly 800 brand partners in New York, NY, to discuss general industry trends, business highlights, strategic initiatives and brand innovations that will continue to make Macy's an amazing place to shop, work and invest every day.

"Macy's is committed to being America's store for life," said Hal Lawton, Macy's president. "Working together with our most important brand partners, we are focused on building lifetime relationships with our shared customers and creating long-term value for our shareholders."

The company also provided an update on some of its most important initiatives and new innovations:

## **Growth Stores**

In 2018, 50 Macy's stores across the country received additional capital to enhance the customer experience and create a more vibrant and productive shopping destination as part of the Growth50 initiative. In line with Macy's strategy to test, iterate and scale new ideas, these improvements were expanded to 100 additional stores in 2019.

These stores have an elevated environment and expanded and curated merchandise assortments. The locations also feature improved customer service through added colleague positions and new technology. Improvements were based on customer feedback and the successful Growth50 initiatives. Work in the next 100 stores is expected to be fully complete in fall 2019.

The 150 stores comprise approximately 50 percent of Macy's store sales. With the continued success of this initiative, Macy's plans to add additional locations in 2020.

## **Vendor Direct 1,000,000 SKUs**

Launched in 2018, Macy's vendor direct fulfillment model offers customers an expanded product selection from brands Macy's carries, as well as the addition of new brands and categories. The company continues to aggressively grow the SKUs and brands offered on macys.com and expects to reach its goal of adding 1 million vendor direct SKUs on macys.com in 2019.

## **Backstage**

In 2019, Macy's expanded Backstage, the company's off-price concept, to another 50 stores for a total of more than 200 locations across the country. The company also recently opened a dedicated Backstage distribution center in Columbus, OH, which operates on the Google Cloud platform to provide improved efficiency, speed and scale to support the continued growth of the off-price business. Macy's expects to continue the expansion of Backstage across the country in 2020.

## **Same-Day Delivery**

As part of ongoing initiatives to offer customers programs and services that will ease their shopping experience, earlier this month Macy's re-launched its Same-Day Delivery service available to shoppers in 30 markets nationwide. To find eligible products, customers can enter their zip code and filter search results by Same-Day Delivery. At checkout, they can choose Same-Day Delivery and if the order is placed by 12 p.m. local time, Monday through Saturday, or 10 a.m. local time on Sunday, they will receive the items the same day. If eligible orders are placed after the cut-off times, they will be delivered the following day.

In celebration of the re-launch, the program will be offered for free for a limited time\* (total of qualifying items must be \$75 or more). Customers can unlock Free Same-Day Delivery on macys.com by shopping items with the Same-Day Delivery icon and building a bag with only these items. Macy's is the first department store to offer free same-day delivery without a membership fee.

## **Zola Partnership**

Macy's will partner with Zola, the one-stop site for wedding planning, to launch a wedding registry pilot partnership in November. More than 1,500 of Macy's private brand and exclusive SKUs across textiles, top of table and housewares will be added into Zola's merchandise assortment. The technology Macy's developed as part of this partnership will add functionality to the company's systems to allow customers' orders on Zola to be fulfilled by Macy's.

## **#MacysLove**

This fall, Macy's is expanding the #MacysLove Challenge, a monthly sweepstakes where five winners will be selected at random to win a \$200 Macy's gift card by sharing their best Macy's style or outfit on social media tagged with the official hashtags #MacysLove and #MacysSweepstakes. Customers will have the ability to discover and shop all of the submitted fashion pieces and new looks on macys.com. Winners will also have a chance to be featured on the home page of macys.com. There's no purchase necessary to enter.

## **Macy's "Style Inspo"**

"Style Inspo" is one of many enhancements coming to the Macy's app to make it an even more convenient, personalized and immersive experience. "Style Inspo" is a new app feature that provides customers with the opportunity to find personalized looks after taking a brief style quiz and swiping left and right on pictures to build a profile of style preferences. The rotating daily feed of outfits can be saved to a shopping list, purchased or shared on social

media. This new experience combines personalization, inspiration and collaborative shopping to help customers discover new products, follow trends and, ultimately, make purchasing decisions.

### **Macy's Fashion Academy**

Earlier this year, Macy's Fashion Academy was launched to offer best-in-class development opportunities for Macy's merchant organization, challenging Macy's merchants to think critically and disrupt processes to ultimately improve and innovate the omnichannel customer experience. In addition to skills-based learning, the curriculum will offer Macy's colleagues a fresh way of looking at the inner workings of the fashion industry from a global perspective. This best-in-class learning and development program was created with Parsons School of Design in a partnership to cultivate a growth mindset and learning practice for new and emerging talent.

### **Macy's x Clothes4Souls**

Macy's seventh annual "Buy a Coat and We'll Donate One" campaign in partnership with nonprofit [Clothes4Souls](#) begins Wednesday, Oct. 9 to Monday, Oct. 14, inviting customers to help those in need by purchasing a coat in the men's, women's, junior's and children's outerwear departments in-store and on [macys.com](#). For every coat purchased, Macy's will donate a brand new coat, up to 35,000 with an average retail value of \$40-\$100 each, to Clothes4Souls to provide warmth, hope and dignity to those in need this winter. Since 2013, Macy's has donated \$9.4 million in coats, helping more than 235,000 people. This year, Macy's and Clothes4Souls will distribute coats in 25 communities near Macy's stores and corporate office locations. Additionally, employee volunteers from Macy's Partners in Time program will assist with sharing the warmth and distributing coats in their local areas all around the country.

### **Growth Store List**

#### **Arizona**

Chandler, AZ - Macy's Chandler  
Glendale, AZ - Macy's Arrowhead  
Phoenix, AZ – Macy's Biltmore Fashion Park  
Scottsdale, AZ – Macy's Scottsdale Fashion Square

#### **California**

Brea, CA – Macy's Brea Mall  
Burbank, CA – Macy's Burbank Town Center  
Canoga Park, CA – Macy's Topanga Plaza  
Carlsbad, CA – Macy's Plaza Camino  
Cerritos, CA – Macy's Los Cerritos  
Chula Vista, CA – Macy's Chula Vista Center  
Concord, CA – Macy's Sun Valley Shopping Center  
Costa Mesa, CA – Macy's South Coast Plaza  
Culver City, CA – Macy's Culver City Center  
Downey, CA – Macy's Stonewood Center  
Fresno, CA – Macy's Fashion Fair  
Los Angeles, CA – Macy's Los Angeles Downtown

Madera, CA – Macy's Village at Corte Madera  
Modesto, CA – Macy's Vintage Faire  
Montclair, CA – Macy's Montclair Plaza  
Montebello, CA – Macy's Montebello  
Monterey, CA – Macy's Del Monte Center  
National City, CA – Macy's Plaza Bonita  
Newport Beach, CA – Macy's Fashion Island  
Northridge, CA – Macy's Northridge  
Palm Desert, CA – Macy's Palm Desert  
Pleasanton, CA – Macy's Stone Ridge Shopping Center  
Rancho Cucamonga, CA – Macy's Victoria Gardens  
Roseville, CA – Macy's Roseville Galleria  
Sacramento, CA – Macy's Arden Fair  
Sacramento, CA – Macy's Downtown Plaza  
San Diego, CA – Macy's Fashion Valley  
San Diego, CA – Macy's University Town Center  
Santa Ana, CA – Macy's Santa Ana MainPlace  
Santa Barbara, CA – Macy's La Cumbre Plaza  
Santa Clara, CA – Macy's Valley Fair  
Santa Clarita, CA – Macy's Valencia Town Center  
San Mateo, CA – Macy's Hillsdale Shopping Center  
Santa Rosa, CA – Macy's Santa Rosa Mall  
Sherman Oaks, CA – Macy's Fashion Square  
Temecula, CA – Macy's Promenade in Temecula  
Torrance, CA – Macy's Del Amo Fashion Center  
Walnut Creek, CA – Macy's Walnut Creek

### **Colorado**

Denver, CO – Macy's Cherry Creek  
Lone Tree, CO – Macy's Park Meadows

### **Connecticut**

Danbury, CT – Macy's Danbury Fair

### **Delaware**

Newark, DE – Macy's Christiana

### **District of Columbia**

Washington, D.C – Macy's Metro Center

### **Florida**

Aventura, FL – Macy's Aventura  
Boca Raton, FL – Macy's Town Center at Boca Raton  
Clearwater, FL – Macy's Countryside Mall  
Coral Springs, FL – Macy's Coral Square  
Fort Lauderdale, FL – Macy's Fort Lauderdale Galleria  
Hialeah, FL – Macy's Westland  
Miami, FL – Macy's Dadeland  
Miami, FL – Macy's Miami International  
Naples, FL – Macy's Coastland Center

Orlando, FL – Macy's Florida Mall  
Orlando, FL – Macy's Mall of Millenia  
Palm Beach Gardens, FL – Macy's The Gardens  
Pembroke Pines, FL – Macy's Pembroke Lake  
Plantation, FL – Macy's Broward Mall  
West Palm Beach, FL – Macy's Wellington Green

### **Georgia**

Alpharetta, GA – Macy's North Point Mall  
Atlanta, GA – Macy's Cumberland Mall  
Atlanta, GA – Macy's Lenox Square  
Atlanta, GA – Macy's Perimeter Mall  
Buford, GA – Macy's Mall of Georgia

### **Guam**

Dededo, GU – Macy's Micronesia Mall

### **Hawaii**

Honolulu, HI – Macy's Ala Moana

### **Idaho**

Boise, ID – Macy's Boise

### **Illinois**

Skokie, IL – Macy's Old Orchard

### **Indiana**

Fort Wayne, IN – Macy's Glenbrook Square  
Indianapolis, IN – Macy's Castleton Square  
Mishawaka, IN – Macy's University Park Mall

### **Kentucky**

Lexington, KY – Macy's Fayette  
Louisville, KY – Macy's Oxmoor Center

### **Louisiana**

Metairie, LA – Macy's Lakeside

### **Maryland**

Annapolis, MD – Macy's Annapolis  
Columbia, MD – Macy's Columbia  
Towson, MD – Macy's Towson Town Center

### **Massachusetts**

Boston, MA – Macy's Boston  
Braintree, MA – Macy's South Shore Plaza  
Burlington, MA – Macy's Burlington Mall  
Holyoke, MA – Macy's Holyoke Mall at Ingleside  
Peabody, MA – Macy's Northshore

### **Michigan**

Novi, MI – Macy's Twelve Oaks  
Troy, MI – Macy's Somerset

### **Minnesota**

Bloomington, MN – Macy's Mall of America

### **Missouri**

St. Louis, MO – Macy's St. Louis Galleria  
St. Louis, MO – Macy's West County Center

### **Nevada**

Las Vegas, NV – Macy's Summerlin  
Reno, NV – Macy's Meadowood Mall

### **New Hampshire**

Nashua, NH – Macy's Pheasant Lane Mall  
Salem, NH – Macy's Mall at Rockingham Park

### **New Jersey**

Bridgewater, NJ – Macy's Bridgewater Commons  
Cherry Hill, NJ – Macy's Cherry Hill  
Lawrenceville, NJ – Macy's Quaker Bridge  
Menlo Park, NJ – Macy's Menlo Park  
Short Hills, NJ – Macy's Short Hills  
Wayne, NJ – Macy's Willowbrook

### **New Mexico**

Albuquerque, NM - Macy's Coronado Center

### **New York**

Brooklyn, NY – Macy's Downtown Brooklyn  
Buffalo, NY – Macy's Walden Galleria  
Elmhurst, NY – Macy's Queens Center  
Flushing, NY – Macy's Flushing  
Garden City, NY – Macy's Roosevelt Field  
Huntington, NY – Macy's Walt Whitman Shops  
Lake Grove, NY – Macy's Smith Haven  
Staten Island, NY – Macy's Staten Island Mall  
Valley Stream, NY – Macy's Green Acres Mall  
West Nyack, NY – Macy's Palisades Center  
Yonkers, NY – Macy's Cross County

### **North Carolina**

Raleigh, NC – Macy's Crabtree Valley

### **Ohio**

Cincinnati, OH – Macy's Kenwood  
Columbus, OH – Macy's Easton  
Columbus, OH – Macy's Polaris Fashion Place  
Strongsville, OH – Macy's SouthPark

**Oregon**

Tigard, OR – Macy's Washington Square

Portland, OR – Macy's Clackamas Town Center

**Pennsylvania**

King of Prussia, PA – Macy's King of Prussia

Pittsburgh, PA – Macy's Mall at Robinson

Pittsburgh, PA – Macy's Ross Park

Pittsburgh, PA – Macy's South Hills Village

Whitehall, PA – Macy's Lehigh Valley Mall

Willow Grove, PA – Macy's Willow Grove Park

**Puerto Rico**

San Juan, PR – Macy's Plaza de Americas

**Tennessee**

Memphis, TN – Macy's Wolfchase Galleria

Nashville, TN – Macy's Green Hills

**Texas**

Austin, TX – Macy's Barton Creek Square

Dallas, TX – Macy's Dallas Galleria

Dallas, TX – Macy's NorthPark Center

El Paso, TX – Macy's Cielo Vista Mall

Frisco, TX – Macy's Stonebriar Centre

Laredo, TX – Macy's Mall Del Norte

Houston, TX – Macy's Houston Galleria

Houston, TX – Macy's Memorial City

Houston, TX – Macy's Willowbrook Mall

Humble, TX – Macy's Deerbrook Mall

Sugar Land, TX – Macy's First Colony

Woodlands, TX – Macy's Woodlands Mall

**Virginia**

Arlington, VA – Macy's Fashion Centre at Pentagon

Richmond, VA – Macy's Short Pump

Springfield, VA – Macy's Springfield

**Washington**

Bellevue, WA – Macy's Bellevue Square

Kennewick, WA – Macy's Columbia Center

Lynnwood, WA – Macy's Alderwood

Tacoma, WA – Macy's Tacoma Mall

Tukwila, WA – Macy's South Center

\*Free Same-Day Delivery will be offered for a limited time only starting October 1, 2019, with the appropriate qualifying merchandise and value threshold of \$75 or more. The end date and time of the limited offer will be at Macy's sole discretion. Once the free limited-time offer ends, Same-Day Delivery will revert to its original qualifiers – items eligible for the service with purchases totaling \$75 or more can be delivered same day for an \$8 fee. Please visit

macys.com/freesameday for more details.

## **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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