

BUSINESS / RETAIL

# Macy's Shows Off Latest Innovation – 'Market by Macy's'

Executives say the format is carefully curated and community-oriented.

By [David Moin](#) on February 21, 2020



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For its latest retail concept, Macy's Inc. has high hopes.

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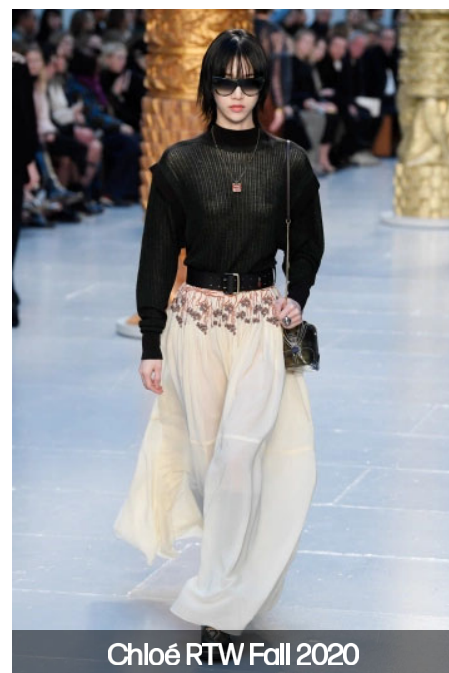
“Market by Macy’s will play an important role in our off-mall expansion,” said Jeff Gennette, chairman and chief executive officer of Macy’s Inc. “Our vision for Macy’s is to build an ecosystem that gives our customers easier and more convenient access to the fullness of the Macy’s brand, from online to off-line, on-mall to off-mall, flagship to off-price.”

That “ecosystem” Gennette is talking about involves clustering Macy’s Backstage freestanding, off-price stores and the new Market by Macy’s concept around Macy’s department stores. The strategy is in the works in three markets — Dallas, Atlanta and Washington, D.C. — and should be in place in the metropolitan areas by October.

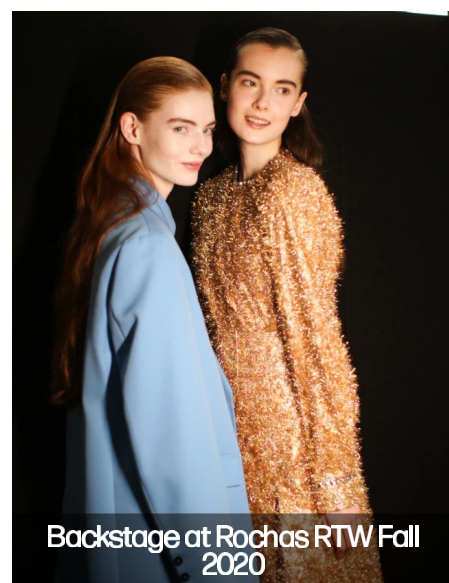


The first Market By Macy’s in Southlake, Tex. STEVE WRUBEL

“We believe that retail should tell a story and customers should find the joy in shopping,” said Rachel Shechtman, Macy’s brand experience officer. “Market by Macy’s is a community-driven destination where the Dallas-Fort Worth customer can shop, eat, drink, learn, relax, catch up with friends and so much more.”



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On Thursday, the Macy's executives were at the launch party of the first Market by Macy's. It's situated in Southlake Town Square, a lifestyle shopping center in Southlake, Tex.

The 20,000-square-foot format, designed by Macy's and architecture firm FRCH Nelson, is for both shopping, gatherings and just hanging out, with an emphasis on "discovery, community and convenience," said Gennette. The format sells a mix of branded and private-label fashion, products from local designers and direct-to-consumer brands, food, an apothecary called Getchell's, plants and home items. The contemporary setting also features the Herald café serving breakfast, lunch, snacks, craft cocktails, coffee, beer and wine. The decor of the cafe is accented by Martha Stewart Collection copper bakeware and Katie Kimmel's ceramics.

"At Macy's, we know that constant innovation is required to win in retail today," Gennette said. "Our customer has set the bar high on their shopping experience both in our stores and online. We're really excited about what we've created here. The information we learn from Market by Macy's will help us tailor our in-store shopping experience across our portfolio of businesses."

"We're taking a community-centric approach to the merchandising, representing the unique nature of each community and the white space of the shopping environment surrounding Market by Macy's," said Shechtman. "We have worked with more than 50 local partners on merchandise or event programming."




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The Getchell's apothecary at Market By Macy's.

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