



THE
M·A·R·K·E·T

@ ★ macy's

A Fresh New Approach to Retail

Ready to put your brand on the fast track to new heights? Introducing **The Market @ Macy's**, a game-changing collaboration opportunity for brands and Macy's stores.

This unique retail offering will enable creators of innovative products, experiences and services to boost their exposure and reach a broader customer base—with the support of Macy's outstanding retail experience.

For the first time ever, in-house pop-up markets in select Macy's stores offer an ingenious turn-key solution that does the operational hard work for you. It's easy and flexible with *no* long-term commitment while keeping 100% of your sales.

Why Macy's?

We are a beloved and iconic American brand that provides amazing opportunities for our partners.



50%

OF AMERICANS SHOP AT MACY'S 1+ TIMES A YEAR



A VAST MAJORITY OF RETAIL SALES ARE STILL MADE IN PHYSICAL STORES



STRONG PHYSICAL STORE FOOTPRINT

- Over 600 stores across 45 states
- Our 5 flagship locations in top tourist destinations attract over 70M customers annually
- Macy's stores are found in the best malls and locations nationwide

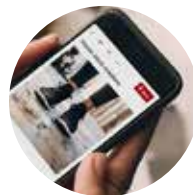
#1 or #2

MARKET POSITION

- Ready-to-wear
- Women's dresses
- Fashion jewelry and watches
- Handbags
- Fragrance
- Men's
- Luggage

1.5B+

VISITS TO MACYS.COM EACH YEAR



WE PIONEERED OMNICHANNEL RETAIL

- We lead the competition in ecommerce sales
- Macy's top-rated mobile app lets our customer "shop the way she lives"
- Our customer is highly engaged across all channels
- Our nationwide brick-and-mortar presence propelled our market-leading digital business. Now, let us do that for you!
- We have a state-of-the-art logistics network to support omnichannel retail

The Mission

Unlock the Full Retail Universe

Brands desiring to break into brick-and-mortar retail face a number of formidable challenges, including:

- Difficulty in accessing real estate with high foot traffic in the best markets
- High costs associated with setting up and operating physical stores
- Complexity in managing in-store operations
- Being forced into long-term commitments

The Market @ Macy's provides a brilliant solution to these roadblocks, and opens the way for brands to introduce their products, services and experiences to a whole new world of customers.

Our all-inclusive physical retail service model offers a convenient and flexible approach to setting up shop, without any of the overhead.



The Opportunity

The Market @ Macy's offers a winning opportunity. Your brand will connect with a vast customer base and enjoy all the benefits of having a Macy's retail presence:



ENJOY PREMIUM REAL ESTATE

footprint in the best markets



BRING YOUR VISION TO LIFE

by creating a space that's tailored to your brand's look and feel



BOOST YOUR VISIBILITY

with stores in 49 out of the 50 major U.S. markets



GET FULL-SERVICE, BEST-IN-CLASS EXPERTISE

in retail operation



The Details

TIMING

- Flexible rental dates and duration, starting the first week in February
- A 1-month minimum commitment is required

STORE LOCATIONS

- Select store locations best suited for your brand, based on market trends and demographics
- Access space and service in a single store or multiple Market @ Macy's locations
- Initial 10 Macy's store locations:
 - **Herald Square** — New York City, NY
 - **Northshore Mall** — Boston, MA
 - **Twelve Oaks** — Detroit, MI
 - **Ross Park Mall** — Pittsburgh, PA
 - **Ft. Lauderdale Galleria** — Ft. Lauderdale, FL
 - **North Star Mall** — San Antonio, TX
 - **Alderwood Mall** — Seattle, WA
 - **Hillsdale Mall** — San Francisco, CA
 - **Las Vegas Fashion Show Mall** — Las Vegas, NV
 - **Westminster Mall** — Los Angeles, CA

PRICING

- Brands keep 100% of all sales
- One fixed price—no additional costs
- Price varies based on store location, space size and duration of stay

STORE LAYOUT

- The Market @ Macy's is divided up into several pods of varying sizes to accommodate your needs

FIXTURE / IN-STORE SET UP

- A variety of fixtures are available for brands to use within their dedicated space
- In-store fixtures and graphics include (see photos on following page):

MARKETING

- Marketing support included
- Includes introduction to customers via dedicated email and social support by market
- Amount of marketing support is determined by duration of rental space but will include both email and social support

CONTACT INFO

To get started, fill out a contact form at www.themarketatmacys.com

The Details (cont'd)



The Market @ Macy's Rendering

RENDERINGS ARE FOR VISUAL PURPOSES ONLY

The Details (cont'd)



The Market @ Macy's Rendering (Alternate Views)

RENDERINGS ARE FOR VISUAL PURPOSES ONLY

Thank You

Thank you for your interest in **The Market @ Macy's**! We're excited about the possibility of collaborating with your brand and hope you find the opportunity as inspiring as we do.

Learn more at www.themarketatmacys.com

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