



FOR IMMEDIATE RELEASE

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## **MACY'S EXPANDS OFF-PRICE CONCEPT, MACY'S BACKSTAGE, WITH THE FIRST FREESTANDING STORE IN THE DALLAS-FORT WORTH COMMUNITY**

*Macy's will open 47 Backstage stores nationwide in 2021, including its first freestanding store in the Dallas-Fort Worth area at The Village at Allen on May 29*

*Photos and b-roll of Macy's Backstage are available for download [here](#).*

**NEW YORK, NY—May 7, 2021** – Macy's will open its first freestanding Backstage store in the Dallas-Fort Worth community at The Village at Allen on Saturday, May 29. The off-price concept offers fashion-loving customers another way to shop their favorite brands at significant savings by delivering a constantly changing assortment of on-trend merchandise and encouraging customers to return to find new treasures. The launch of the 19,400 square foot freestanding store furthers Macy's commitment to continue to innovate the retail experience with a focus on the Dallas-Fort Worth customer.

Macy's Backstage at The Village at Allen features a wide selection of fresh product from both new and renowned brands in apparel for men, women and children, as well as toys, housewares, home office, home textiles and décor, cosmetics, hair and nail care, personal protective equipment (PPE), pet accessories, kid's shoes, designer handbags, activewear and more. Customers can expect to find trends like must-have denim, backpacks, seasonal looks, home office décor, face masks and hand sanitizer. The store features an elevated open environment where all merchandise is easily accessible on the floor in an efficient full-service shopping environment.

"We are thrilled to expand our off-price concept off-mall by opening the first Macy's Backstage freestanding store at The Village at Allen, building upon an ecosystem that gives our customers added access and convenience to the fullness of the Macy's brand," said Michael Hersh, Macy's vice president of off-price. "Our Backstage customers can express their personal style through our rotating assortment of on-trend merchandise at great value in a broad range of categories from home décor to the latest fashion."

Macy's has successfully expanded its off-price business to more than 200 Macy's stores, including six store-within-store locations in the Dallas-Fort Worth market, allowing customers to shop both Macy's full-line and off-price merchandise offerings in one shopping trip. An additional Macy's Backstage freestanding store is slated to open in the Dallas-Fort Worth community this fall.

To support the growth of Macy's Backstage, Macy's opened a Backstage distribution center in Columbus, Ohio in 2019. The distribution center is dedicated to expediting merchandise to Backstage locations nationwide and ensuring each store always has fresh and exciting product. Select Backstage merchandise is also available at [macysbackstage.com](http://macysbackstage.com).

In January, Macy's also debuted its second Market by Macy's off-mall location within the Dallas-Fort Worth area in the WestBend lifestyle shopping center. Market by Macy's is a smaller format retail store, approximately 20,000 square feet, offering a curated assortment of the best of Macy's branded fashion within an easy-to-shop and open environment.

### **Convenience**

Macy's Backstage customers can pay their bill or pick-up orders from the "At Your Service" desk inside the store, a dedicated location for seamless Macy's store pick-ups and returns. Shoppers can earn and redeem Star Rewards and use their Macy's credit card at Backstage locations, creating a seamless experience for those shopping at both Macy's full-line and Backstage stores. Plus, with so many amazing finds, customers will be inspired to "pin, snap and share" their looks using #macysbackstage and tagging @macysbackstage.

Macy's has enhanced health and safety standards, including additional cleaning during open hours, sanitation stations throughout all stores, company-issued protective wear for store colleagues and occupancy checks with an emphasis on traffic flow to anticipate and mitigate crowds.

Macy's Backstage at The Village at Allen is located at 190 E Stacy Road, Allen, TX 75002. For an updated list of store hours, please visit [macysbackstage.com](http://macysbackstage.com). Images and b-roll footage can be found [here](#).

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### **About Macy's Backstage**

Macy's on-mall, off-price offering, Macy's Backstage, provides customers value and newness, guaranteeing that with each visit, shoppers will find a compelling assortment of recognizable brands, trends and deals. Macy's Backstage offers fashion-loving customers another way to shop at their favorite Macy's store by providing a store-within-store shopping experience featuring significant savings on top-quality products. Macy's Backstage selection will include fresh product from both new and established brands. Shoppers can expect great savings on apparel for men, women and children, as well as deals on an assortment of housewares, home textiles and décor, cosmetics, hair and nail care, gifts, jewelry, shoes, designer handbags, accessories and activewear. Macy's off-price business commitment has successfully expanded Backstage to more than 200 Macy's stores. To support the growth of Macy's Backstage, a Backstage distribution center in Columbus, Ohio, is dedicated to expediting merchandise to Backstage locations nationwide and ensuring each store always has fresh and exciting product. For store information and the latest on merchandise, visit [macysbackstage.com](http://macysbackstage.com).