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The Read Report

from Retail Specialists, LLC

Macy's new **Market by Macy's** and **Backstage** coming to **Atlanta**.

June 2021

Market
by★macy's

★macy's
backstage

This should not come as a surprise to those following retail, but Macy's has said on earnings calls that they will be opening Market by Macy's and Backstage stores in the Atlanta and Dallas markets. Both will be opening stores later this year.

Market by★macy's

Market

Market

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Market By Macy's



- Market by Macy's opened their first two locations in Dallas and Fort Worth in the past year. Both of these stores are located in lifestyle centers and higher-end covenants like Apple, Pottery Barn, and Warby Parker.
- McDonough, Georgia will be the home of the new Market by Macy's in Atlanta and will be opening in the South Point Shopping Center.
- Unlike the first two stores that opened in about 20,000 sf, this store will be significantly larger at 58,000 sf.
- The Georgia location will be opening in a former Toys R Us combo store. This was the last available former Toys R Us in Atlanta.
- This is certainly a departure for Market by Macy's, considering the size and location of their first two stores. McDonough is a good retail market but lacks the lifestyle merchants and higher incomes associated with their first two locations. The size of the store is also significantly larger.
- This shows that Macys is testing the concept and bringing it to a more middle America audience.

First Atlanta Location

South Point Shopping Center,
McDonough Georgia

58,000 sf





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“We are also continuing to test and expand the off-mall presence in our omni market ecosystem. At the end of this month, we’ll be opening a freestanding Backstage store in the Dallas-Fort Worth area, the first of two freestanding Backstage stores in 2021. Later this year, we will open three new off-mall market by Macy’s locations in the Atlanta and Dallas areas, and our first small-format, Bloomie’s location in the DC metro area. Together with our existing off-mall formats, these stores will allow us to test and iterate on new strategies to drive omni sales and convenience for our customers, while attracting new shoppers.”

Source: Macy’s Q1 2021 earnings transcripts 5/18/21



Existing Market by Macy’s Store

Southlake Town Square, Southlake, Texas

18,945 sf



Existing Market by Macy’s Stores

Westbend, Fort Worth, Texas

22,126 sf



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Macy's Backstage



- Backstage, another Macy's concept store designed to go after the discount apparel market, is also opening new stores in Dallas and Atlanta.
- Most Backstage stores are in the middle of existing Macy's full line department stores.
- Macys has nearly 270 Backstage stores in its mall-based stores and has six existing freestanding stores, which is their way of saying off-mall and not part of a full line store.
- The former Office Depot in Snellville is to be there first freestanding store in the Atlanta market and will opening in the Presidential Markets Shopping Center, owned by First Washington Realty (FWR).
- The Backstage that opened in Dallas earlier this year is in a DLC property and was also part of a former Toys R Us. Burlington opened in the other half of the Toys R Us combo store.



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“But it was time for us to get back into kind of the freestanding conversation and look at it off-mall. And so that’s what we’re going to start to experiment with. And with these new off-mall Backstage locations, we’ll be anywhere from about 25,000 to 30,000 square feet, and they will have full omni capability across the enterprise.”

Source: Macy’s Q1 2021 earnings transcripts 5/18/21



New Location

Backstage, Snellville, Georgia



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