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macy's inc

## First “Bloomie’s” Store Now Open in Fairfax, VA.

First-ever “Bloomie’s” store concept offers elevated brands, services, and experiences



Download Bloomie’s store images [here](#) (Photo Credit: Anne Chan Photography)

**August 26, 2021, NEW YORK**– Bloomingdale’s opened the doors today of its very first “Bloomie’s” store, located in Fairfax, Virginia. Bloomie’s is an all-new smaller store concept offering a highly curated assortment of top contemporary and luxury brands, convenient services, tech-enabled stylists, new store design concepts, and a vibrant restaurant experience. The 22,000 square-foot Bloomie’s store is located in Mosaic District, a local hub for shopping, dining, and entertainment.

“We are thrilled to introduce the world to Bloomie’s, and for our customers in the DMV community to be the first to experience this exciting new concept,” said Tony Spring, CEO, Bloomingdale’s. “Bloomie’s is designed to be a more convenient and casual concept that fits into our customer’s everyday lifestyle. And, with our staff of stylists, omni services, lively restaurant, and elevated assortment, Bloomie’s can be their favorite neighborhood store”

### MERCHANDISE ASSORTMENT

Bloomie’s brings together an approachable mix of top designers, luxury brands, and emerging labels in men’s and women’s fashion and cosmetics – with fresh deliveries multiple times per week. Bloomie’s customers will discover men’s and women’s apparel including denim, active, and intimates; along with shoes, handbags, beauty, accessories, and fine jewelry.

Bloomie’s offers women’s apparel from brands including Ganni, Staud, Maje, Rag & Bone, Cult Gaia, Jonathan Simkhai STANDARD, LoveShackFancy, Moussy, Mother, FRAME, RE/DONE, AQUA and more. The store also features women’s shoes from Stella McCartney, Jimmy Choo, 3.1 Phillip Lim, Proenza Schouler, MCM, Loeffler Randall, Birkenstock, Golden

Goose, along with handbags from brands including Mansur Gavriel, Marc Jacobs, See by Chloe, and eyewear from Gucci, Celine, Dior, Saint Laurent, and Prada. Fitness enthusiasts will find a selection of men's and women's activewear from Adidas by Stella McCartney, Alo Yoga, Koral, Y-3, and Nike, as well as full wall displays of sneakers with everything from designer favorites to training shoes. In men's, shoppers will discover apparel, shoes, and accessories from brands like Vince, Helmut Lang, Salomon, Barbour, and McQ. And, Bloomie's offers an elevated skincare, makeup, and fragrance selection from La Mer, Dior, Dr. Barbara Sturm, Sunday Riley, Byredo, Diptyque, Creed, and Maison Francis Kurkdjian.

## SERVICES

Built to meet the lifestyle of customers, Bloomie's' convenient services that make it a perfect neighborhood store. Bloomie's services fit any way you shop, with easy returns from any channel at the Returns Dropbox, buy online and pick-up in-store, and curbside pickup – uniting the online experience with the convenient neighborhood location. Shoppers can also take advantage of the customization desk with personalization, customization, and alteration services.

Bloomie's stylists provide expertise across all categories, and are empowered by technology to serve customers on their terms. Stylists can even access special finds from outside of Bloomie's, from nearby Bloomingdale's stores to the 59<sup>th</sup> Street flagship, as well as work with Bloomingdales.com customers completely digitally. The first-ever Bloomie's van enhances the stylist experience, offering in-home stylist appointments, special deliveries, and mobile experiences.

## STORE EXPERIENCE

The Bloomie's store experience interprets the iconic Bloomingdale's aesthetic in a fresh and unexpected way. New design concepts drive customer discovery, highlight rotating trends, and provide venues for activations. Bloomie's also features unique carts throughout the store, showcasing fresh finds for every visit. A punched up color palette brings Bloomie's to life, and large windows bring light into the space and connect the experience to the vibrant Mosaic District outside. Bloomie's' fitting rooms make a design statement, with an impactful monochromatic pale blush coloration and color block stripe. View photos of Bloomie's [here](#).

## COLADA SHOP AT BLOOMIE'S

Bloomie's features the newest location of DC area favorite Colada Shop. Colada Shop serves a full menu of signature cocktails, finely roasted coffee, and colorful Cuban bites, including several menu items exclusive to Bloomie's. Visitors can enjoy meals from morning to evening inside the restaurant or in the outdoor patio seating area.

## BLOOMIE'S BRAND RELAUNCH

In conjunction with the opening of the first Bloomie's store, Bloomingdale's has relaunched the "Bloomie's" brand, its exclusive namesake brand that draws inspiration from Bloomingdale's heritage for fresh and modern apparel, shoes, and lifestyle accessories. The first collection includes 35 special pieces from varsity jackets to combat boots to a special edition Zippo lighter. The collection is available exclusively at Bloomie's, Bloomingdale's 59<sup>th</sup> Street flagship, and Bloomingdales.com. And, each season, Bloomie's will launch two drops,

including limited-edition collaborations with every collection.

## GRAND OPENING CELEBRATION

Bloomie's is hosting a grand opening three-day Bloomie's Block Party from Thursday, August 26 through Saturday, August 28, from Noon to 6 p.m. daily. Visitors can experience indoor and outdoor activations including oversized outdoor games, bubble and sketch artists, beauty demonstrations and complimentary customization services with a Bloomie's purchase with patches, embroidery, and more. On August 28, the block party continues with family-friendly activities including a balloon artist, airbrush tattoos, and more. Each day from 3 – 6 p.m., Colada Shop will offer an outdoor Happy Hour with specially priced drinks and snacks that include a ticket for a complimentary gift at Bloomie's.

"This is an exciting moment as we welcome Bloomie's to Mosaic District and partner with this iconic brand on launching a bold new concept," said Jodie W. McLean, CEO, EDENS. "This is a special neighborhood, illustrative of how we design places where communities routinely gather for memorable, unique experiences. Consumer preferences continue to evolve, but retail's role in bringing people together remains fundamentally unchanged. Bloomie's is designed to engage people and will serve more as a hub for experiences, with a focus on fashion."

To find out more about Bloomie's, visit: [Bloomies.com](https://Bloomies.com).

## About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 33 Bloomingdale's stores and 21 Bloomingdale's, The Outlet Stores, in California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Texas, and Virginia, along with 1 Bloomie's location in Virginia. In addition, Bloomingdale's has an international presence with a location in Dubai. Be sure to follow @bloomingdales on social media, become a Loyallist, and for more information, or to shop any time, visit [www.bloomingdales.com](https://www.bloomingdales.com).