

# bloomingdale's

**BLOOMINGDALE'S NEW "BLOOMIE'S" STORE CONCEPT TO OPEN AUGUST 26**  
"Bloomie's" to offer elevated brands, services, and experiences in all-new smaller concept



**July 7, 2021, NEW YORK**– Bloomingdale's today announced the first location of its all-new store concept, "Bloomie's", will open on August 26, 2021 in Fairfax, Virginia. Bloomie's brings the best of Bloomingdale's to a smaller, highly curated, ever-evolving store concept filled with top brands, a new tech-enabled stylist service model, and a vibrant restaurant experience.

Located in the Mosaic District shopping center, the 22,000 square-foot Bloomie's store will be a style and service destination featuring new store experience and design concepts, and a distinct assortment of advanced, contemporary and luxury brands across women's and men's fashion and beauty.

"Bloomie's has always been a term of affection from our loyal customers. Our new Bloomie's store will deliver everything they love about Bloomingdale's in a highly edited, convenient, and unexpected way," said Tony Spring, CEO, Bloomingdale's. "We've been part of the Washington, D.C., metro area community for decades, and we are excited to welcome new and longtime customers to Bloomie's to be the first to shop this fresh and casual experience."

## FRESH FASHION

Bloomie's bring together an approachable mix of the top designers customers already love with the emerging labels they need to know, bringing together the best names in fashion and beauty. With fresh deliveries multiple times per week, and rotating carts with unexpected finds, customers will find something new with every visit. Bloomie's customers will discover men's and women's apparel including contemporary and advanced ready-to-wear, denim, active, intimates; along with shoes, handbags, beauty, accessories including eyewear, and fine jewelry.

Bloomie's will offer 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. Shoppers will discover men's apparel, shoes, and accessories from brands like Vince, Helmut Lang, Salomon, Barbour, and McQ. And, Bloomie's will offer an exceptional beauty experience, with an elevated skincare, makeup, and fragrance offering from La Mer, Dior, Dr. Barbara Sturm, Sunday Riley, Byredo, Diptyque, Creed, and Maison Francis Kurkdjian.

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## SERVICES WITH STYLE

In addition to style, service and convenience will be front and center at Bloomie's. Its location within Mosaic District, a local hub for shopping, dining, and entertainment, is a central location for customers, whether they want to drop in while running errands or spend the day browsing new arrivals. Bloomie's will offer the services customers already love, including easy returns from any channel at the Returns Dropbox, and buy online for in-store or curbside pickup, all centralized at The Front Desk at Bloomie's. The location will also offer personalization, customization, and alteration services.

Bloomie's will be a venue for innovation, with all new technology-enabled features that enhance the customer experience. Already a cornerstone at Bloomingdale's stores, stylists will be at the core of the Bloomie's service-driven experience. Bloomie's stylists will provide human expertise, delivering personalized guidance to shoppers across all categories, and empowered by technology. Each stylist is equipped with digital selling capabilities, allowing them to access special finds for customers outside of Bloomie's, from nearby Bloomingdale's stores to the 59<sup>th</sup> Street flagship, as well as enabling them to work with Bloomingdales.com customers digitally. The tech-enabled experience continues in the fitting rooms, where customers can request assistance with the push of a button.

## DESIGNED FOR DISCOVERY

The Bloomie's store experience interprets the iconic Bloomingdale's aesthetic in a fresh and unexpected way through innovative new design concepts. The layout and flow of the store drives customer discovery, where Bloomie's will curate rotating trends, highlight must-have items, and host activations. Bloomie's will also feature unique carts throughout the store, fresh finds for every visit. A punched up color palette brings the story of 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 renderings of Bloomie's [here](#).

## FOOD & FUN

Bloomie's will feature the newest location of DC area favorite Colada Shop, which has won over locals by paying homage to the Caribbean way of socializing. Colada Shop will serve its full menu of signature cocktails, finely roasted coffee, and colorful Cuban bites – the perfect shopping fuel. Visitors can enjoy their meals from morning to evening inside the restaurant or in the outdoor patio seating area.

"My team and I are incredibly excited to become part of one of the DMV's most innovative retail and entertainment communities," said Daniella Senior, CEO and Co-Founder of Colada Shop. "Not only are we energized to bring the Caribbean way of life to Virginia, but we are also honored to be side-by-side with our partners at Bloomie's and committed to create the most vibrant and sophisticated experiences for our guests."

## OPENING CELEBRATIONS

To celebrate, Bloomie's will be hosting pre-opening activations at Mosaic District throughout the month of August. Bloomie's will also invite the community to enjoy a variety of festivities to be announced, during the week of Grand Opening on August 26.

To find out more about Bloomie's, visit: [Bloomies.com](http://Bloomies.com). Check back for more information and updates on Bloomie's opening.

## 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](http://www.bloomingdales.com).