



BLOOMINGDALE'S CELEBRATES FIRST "BLOOMIE'S" STORE GRAND OPENING IN FAIRFAX, VA. WITH THREE-DAY BLOCK PARTY

What: Bloomingdale's will officially open the first location of its all-new store concept "Bloomie's" in Fairfax, Va., at Mosaic District on August 26.

The retailer will celebrate its grand opening by hosting events with local organizations, such as **SafeSpot Children's Advocacy Center of Fairfax County, Inova Health Foundation, McLean Project for the Arts and When We All Vote**, including a three-day block party that is open to the public. Local community members and visitors can expect **interactive life-size outdoor games, family-friendly activities, beauty demonstrations, happy hour specials, complimentary customization services** with their Bloomie's purchase and other special activities.

Leading up to the grand opening, Bloomie's will have a special "Meet Bloomie's" pop-up at the popular FRESHFARM Mosaic Market, introducing the community to its new favorite style and service destination. Guests can shop a selection of products from the newly launched "Bloomie's" brand merchandise and pre-packaged snacks from Colada Shop like plantain chips and dog friendly cookies. Plus, there will be special surprises to celebrate the store.

Bloomie's brings the best of Bloomingdale's to a smaller, highly curated, ever-evolving store concept filled with top brands across women's and men's fashion and beauty, a new tech-enabled stylist service model, and a vibrant restaurant experience via an on-site Colada Shop.

"Meet Bloomie's" Pop-Up at FRESHFARM Mosaic Market at the Mosaic District

Sunday, August 8, 15, 22, 9 a.m. – 2 p.m.

The "Meet Bloomie's" pop-up stand will offer select Bloomie's merchandise and pre-packaged Colada Shop bites for purchase, along with special giveaways for guests.

Bloomie's Grand Opening Block Party

Thursday, August 26 – Saturday, August 28, Noon-6 p.m.

A three-day celebration with indoor and outdoor activities that is open to the public, to kick off grand opening of the first-ever Bloomie's store. On August 26 and August 27, shoppers can experience life-sized outdoor games, bubble and sketch artists, beauty demonstrations and complimentary customization services with their Bloomie's purchase with patches, embroidery and other fun details. The block party continues August 28 with family-friendly activities including a balloon artist, airbrush tattoos, and other fun activities for the entire family to enjoy. Every day from 3 p.m.- 6 p.m., Colada Shop will offer happy hour priced drinks and snacks that also come with a ticket redeemable at Bloomie's for a complimentary gift.

Bloomie's will officially open its doors on Thursday, August 26 at 10 a.m.

- Interviews with a Bloomingdale's executive available upon request
- Confirmation required ahead of time for filming and interviews

Where: Bloomie's at Mosaic District
2920 District Avenue, Fairfax, VA 22031

Contact: Bloomingdale's Public Relations
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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.