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New Macy's concept to make its national debut in Southlake Town Square

Market by Macy's is a boutique created by Story founder Rachel Shechtman, who said she immersed herself in the upscale community to get it right.



Southlake is reflected in the front entrance of the Market by Macy's in Southlake, Texas on Tuesday, January 28, 2020. (Vernon Bryant/The Dallas Morning News) (Vernon Bryant / Staff Photographer)

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By Maria Halkias
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Macy's has a new concept called Market by Macy's, and it's landing first in the upscale suburban shopping haunt of Southlake Town Square.

Market is in bigger type than Macy's on the entrance of this 20,000-square-foot store, a hint that it's different from Macy's 636 large, multilevel mall anchor department stores.

To get the store just right for Southlake and communities like it around the country, Rachel Shechtman, brand experience officer at Macy's, spent much of the last year in Texas working on the store, which will open Feb. 6.

ADVERTISING



Rachel Shechtman, brand experience officer at Macy's and founder of Story. (Macy's)

She even went to a couple of Southlake Carroll Dragons football games and has arranged for Tommy Hilfiger to design exclusive product for the Dragons. Mayor Laura Hill is one of her new best friends, and she can tell the Uber driver when he's going the wrong way.

"I bump into people I know in local restaurants now," said Shechtman in an interview at the new store.

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Shechtman said she's obsessed with the concept of "store as community," and that was the driving force behind the new concept.

"We're using the past to impact the present and returning to a modern main street," Shechtman said. Branding the beauty section as Getchell's Apothecary is an example. Margaret Getchell was Macy's first female executive in 1860.



The Getchell's Apothecary area inside the Market by Macy's in Southlake Town Square is set off in its own bright and sterile section. It is named for Macy's first female executive. (Vernon Bryant / Staff Photographer)

Southlake Town Square is a 20-year-old walkable development with an impressive mix of stores. The customer base in the area has an average household income of \$172,291, and 60% of residents have a bachelor's degree.



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BY MARIA HALKIAS



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She picked merchandise for the store with the community in mind, pulling in local brands, including Austin-based Texas Standard men's apparel, and finding 15 local craft beers to serve at the restaurant called Herald, a nod back at its New York City flagship.



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Her new concept is more of a boutique, but it still has women's, men's and children's apparel, beauty and accessories departments. The Getchell's Apothecary beauty area is set off in its own bright and sterile section. The product mix is more about skin than color, with several new brands along with the best-selling brands at Macy's.

Accessories and gift items, while peppered throughout the store, are featured more prominently on a long display at the main entrance called the table of contents. The furniture that's part of the store décor and is meant to feel a bit residential is also for sale. There's a checkout counter built into the wall that's easy to miss, but staff members can ring up purchases anywhere with their mobile devices.

The children's department has a play area with giant building block pieces and a drawing wall made of shiny sequined fabric.

Macy's acquired Story, the New York boutique Shechtman founded, in 2018 for an undisclosed price. She then closed the boutique, which had been open since 2011, and started working on new ideas for Macy's. Last year, the Story concept, which changes themes and merchandise every couple months, was added to 36 Macy's stores, including the one at Macy's in NorthPark Center.

This year, a handful of Market by Macy's will open, including one more local store in Fort Worth. Others will be in Atlanta and Washington, D.C.



The Herald café was designed by Dallas-based Swoon Design and features items available for purchase along with food from such local suppliers as Oak Cliff Coffee and Veldhuizen Texas Gold cheddar cheese. (Vernon Bryant / Staff Photographer)

The Herald café was designed by Dallas-based Swoon Design and features local suppliers such as Oak Cliff Coffee and Veldhuizen Texas Gold cheddar cheese. Dallas-based Leslie Brenner Concepts created the menu, which includes morning items available all day such as avocado toast and Greek yogurt parfait. Sandwiches, salads and appetizers such as pimento cheese with Gloria’s tortilla chips round out the menu.



The new Market by Macy’s concept is more of a boutique, but it still has women’s, men’s and children’s apparel. This year, a handful of Market by Macy’s will open, including one more local store in Fort Worth. Others will be in Atlanta and Washington, D.C. (Vernon Bryant / Staff Photographer)

Fifteen local beers are served in the Herald, which is big enough for special events. Regularly scheduled events will include cookbook authors.

Mayor Hill visited the store several times as it was getting ready to open and says she thinks it will be embraced by her town.

“It’s entertaining to shop here and walk through the store. It’s not a place where you just go through racks and racks,” Hill said. “I’ve got my eye on a green skirt.”

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