



# CROSSGATES

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## **MACY'S BACKSTAGE OPENS IN CROSSGATES**

*The thrill of the hunt takes center stage as customers discover their favorite fashion & home brands at show-stopping prices! Off price. On trend. Arriving daily.*

**ALBANY, NY** — Macy's welcomes Macy's Backstage to its location in Crossgates, on Saturday, August 10<sup>th</sup>. Macy's Backstage offers fashion-loving customers another way to shop at their favorite store by providing a store-within-store shopping experience featuring significant savings on fabulous finds. The new store will have approximately 14,500 square feet of dedicated retail space and will be housed on the first level inside the full-line Macy's. The grand opening will be celebrated with giveaways for the first 100 customers and special events throughout the day.

"Our customers are excited about the Macy's Backstage shopping experience," said Michelle Israel, Macy's senior vice president of Off Price. "Macy's Backstage Crossgates was designed to bring great deals and the fun of the hunt into our existing Crossgates location. If you're looking for a fashion update, a last-minute gift, or a special treat for yourself, your home, or your pet, we have you covered. Backstage's focus on value and newness guarantees that with each visit, shoppers will find an amazingly-priced assortment of recognizable brands and trends. Frequent deliveries ensure there is always a *new* reason to come in and shop."

Macy's has successfully expanded its off-price business to 165 locations within Macy's stores, allowing customers to shop both merchandise offerings in one trip to their local mall. In 2019, one of Macy's strategic initiatives is to expand Backstage to 50 additional Macy's stores.

Macy's Backstage is operated by its own buying team who scour the world to find the most fabulous product at the best prices. This structure allows Backstage to deliver a constantly changing assortment of on-trend merchandise at 20 to 80 percent off traditional department store prices and encourages customers to return often to find new treasures. The wide selection will include fresh product from both new and renowned brands. The store will also carry apparel and accessory brands not currently available at full-line Macy's, and each Backstage location is specially curated to deliver the perfect style for each community it serves. Shoppers should expect great savings on apparel for men, women and children, as well as amazing deals on an eclectic assortment of housewares, home textiles and decor, cosmetics, hair and nail care, gifts, jewelry, shoes, designer handbags, accessories, and activewear.

Helpful sales associates known as the Backstage Crew are available, as well as convenient amenities like time-saving mobile check-out stations, and three-way mirror installations in the fitting rooms. Shoppers can use their Macy's credit card and earn and redeem Star Rewards at Backstage locations, creating a

seamless experience for those shopping at both Macy's distinct department and Backstage store brands. Customers will be inspired to "Pin, Snap, and Share" their looks using #macysbackstage.

Macy's Backstage at Crossgates is located at 120 Washington Ave Extension, Albany, NY 12203. For updated store hours, please check [macys.com](http://macys.com). The store can be contacted directly at (518) 452-0010.

For photos of Macy's Backstage, please click [here](#), and for b-roll footage, please click [here](#).

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### **About Macy's**

Macy's is America's store for life. The largest retail brand of Macy's, Inc. (NYSE:M) delivers quality fashion at affordable prices to customers at approximately 640 locations in 43 states, the District of Columbia, Puerto Rico, and Guam, as well as to customers in more than 100 international destinations through leading e-commerce site [macys.com](http://macys.com). Macy's inspires fashion exploration and discovery through the most desired family of exclusive brands for her, for him, for the home, and via our dynamic mobile and social platforms. We know the power of celebration, demonstrated through decades of memorable experiences created during Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. Macy's flagship stores – including New York City's Herald Square – are internationally renowned and preeminent destinations for tourists. With the collective support of our customers and employees, Macy's builds community and helps make a difference in every market we serve, supporting local and national charities by giving nearly \$50 million each year, plus 146,000 hours of volunteer service. For more than 160 years, Macy's has, and continues to, make life shine brighter for our customers, colleagues, and communities.

For Macy's media materials, including images and contacts, please visit our online pressroom at [macys.com/pressroom](http://macys.com/pressroom).