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MACY'S BACKSTAGE OPENS ADDITIONAL LOCATION WITHIN MACY'S DOWNTOWN BOSTON OFFERING OFF-PRICE, ON-TREND STYLES AND MORE

Macy's Backstage will open in 35 full-line stores nationwide in 2021 including Macy's Boston which joins Macy's Square One Mall and Macy's North Shore in the Boston area

Photos and b-roll of Macy's Backstage are available for download [here](#).

Macy's will open its off-price store, Macy's Backstage, at Macy's Boston on Saturday, April 17, joining Macy's Backstage in Macy's Square One Mall and North Shore locations within the Boston area. Macy's Backstage offers fashion-loving customers another way to shop at their favorite store by providing a store-within-store shopping experience specifically designed for the savvy and cost-conscious shopper who enjoys finding on-trend fashion at a great price and shops often. With so many ways to shop, from Macy's app or macys.com to visiting your local Macy's for inspiration or enjoying contact-free curbside pick-up, scoring the best deals and must-have trends for spring has never been easier.

Macy's Backstage Boston will have more than 11,000 square feet of dedicated retail space on the second level inside the full-line Macy's, delivering a constantly changing assortment of on-trend merchandise and encouraging customers to return to find new treasures. The wide selection includes fresh product from both new and renowned brands in apparel for men, women and children, as well as toys, housewares, home office, home textiles and décor, cosmetics, hair and nail care, personal protective equipment (PPE), pet accessories, kid's shoes, designer handbags, activewear and more. Customers can currently expect to find trends like must-have denim, backpacks, seasonal looks, home office décor, face masks and hand sanitizer.

"As Macy's expands its assortment from off-price to luxury, we are thrilled to bring Macy's Backstage into the local community, giving our customers access to the fullness of the Macy's brand," said Michael Hersh, Macy's vice president of off-price. "Our Backstage customers can express their personal style through our rotating assortment of on-trend merchandise at great value in a broad range of categories from home décor to the latest fashion."

Shoppers can earn and redeem Star Rewards and use their Macy's credit card at Backstage locations, creating a seamless experience for those shopping at both Macy's full-line and Backstage stores. Customers will be inspired to "pin, snap and share" their looks using #macysbackstage and tagging @macysbackstage.

Store hours and additional information are available at macysbackstage.com.

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About Macy's Backstage

Macy's on-mall, off-price offering, Macy's Backstage, provides customers value and newness, guaranteeing that with each visit, shoppers will find a compelling assortment of recognizable brands,

trends and deals. Macy's Backstage offers fashion-loving customers another way to shop at their favorite Macy's store by providing a store-within-store shopping experience featuring significant savings on top-quality products. Macy's Backstage selection will include fresh product from both new and established brands. Shoppers can expect great savings on apparel for men, women and children, as well as deals on an assortment of housewares, home textiles and décor, cosmetics, hair and nail care, gifts, jewelry, shoes, designer handbags, accessories and activewear. Macy's off-price business commitment has successfully expanded Backstage to more than 200 Macy's stores. To support the growth of Macy's Backstage, a Backstage distribution center was opened last August in Columbus, Ohio, dedicated to expediting merchandise to Backstage locations nationwide and ensuring each store always has fresh and exciting product. For store information and the latest on merchandise, visit macysbackstage.com.