



METRO-EAST NEWS

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Macy's to add outlet to Fairview Heights location in June

BY DANA RIECK
 driek@bnd.com

Macy's will debut an outlet section, called Backstage, on June 17 inside the retailer's location at St. Clair Square mall in Fairview Heights.

The outlet will be housed inside the department store on the first level, a news release stated. The idea is to give shoppers a "discount destination" inside the store.

"Macy's Backstage is a new experience for our customers who enjoy the thrill of the hunt, providing fashion and brands at a great value," Tim Baxter, Macy's chief merchandising officer, said in the release. "The Backstage concept caters to the fashion-savvy, cost-conscious shopper that expects her local store to keep up with her fast-paced lifestyle. The layout is designed for maximum efficiency, while the merchandise offering changes constantly to reflect newest trends."

ADVERTISING



The 17,800-square-foot outlet will offer clothing, home goods, cosmetics, gifts, active wear and jewelry at discount prices.

The first 100 shoppers at the grand-opening event June 17 will receive \$20 gift cards. Other events are planned to take place throughout the day.

Macy's Backstage will be open Monday through Saturday from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 7 p.m.

Dana Rieck: 618-239-2642, @ByDanaRieck