

## Macy's unveils its second Story shop

Macy's has gone live with its newest Story experiential shop concept in 36 stores. The redesigned shop carries the theme Outdoor Story and celebrates entertaining, recreational activities and bringing the outside indoors.

Macy's teamed with Dick's Sporting Goods and Miracle-Gro on the concept, which includes a curated mix of merchandise from more than 70 brands.

Community focused event programming will include indoor gardening workshops, kite-building, a corn hole tournament and kayaking on the Hudson River, among other activities.

"I think people may be surprised and intrigued by our partnerships, and that is exactly what we wanted. We want to show both consumers, as well as businesses, that collaboration is the new competition; bringing together brands as storytellers to add authority and authenticity to a subject matter," commented Rachel Shechtman, Macy's brand experience officer and founder of Story. ■

Source: Home Textiles Today



## Aussie independent retailers thriving, among the best performing in the world

Australia's independent retailers are ranked in the top three, with a sales average of \$504,979.85. According to Vend's annual Retail benchmarks Report, the top three markets are US, Australia and New Zealand. From fashion and footwear to furniture and electronics, small retailers across Australia are earning significantly more per sale than most other global markets. For example, furniture retailers bring in a sizeable \$72,690 per retailer per month, which is 18% more than the global average of the same vertical. Far from struggling, independent retailers in Australia are in fact healthy and thriving.

The retail landscape is changing, and the data proves it. Despite the downward sales trends of multinational and big box retail evidenced by the ABS, independent retailers here are not only fighting back but are, in fact, punching above their weight globally. It's great to see that strong revenue was reported across Australia; in rural areas, regional towns and bustling cities across the nation. Smaller businesses are the fabric of Australia's retail community, and thanks to cloud-based retail management software like Vend, these



independent retailers are more competitive than ever, because they can save time and money to reinvest back into their businesses. They're able to access the technology and support that much larger enterprise companies pay millions of dollars for. Plus, they can ensure that a personalised customer experience and beautifully curated product ranges remain a central part of their offering. Indeed, Australians value small retailers and make every effort to shop in their stores. ■

Source: Australian Giftguide

## Target Opens Back-to-College Shop-in-Shops with "Grab-and-go" stations



Target is gearing up for the back-to-college season with shop-in-shops filled with dorm décor and 360-degree shoppable virtual reality dorm rooms. The "grab-and-go" stations, stocked with merchandise from the retailer's Room Essentials, Opalhouse, Project 62 and Heyday brands, will be available in more than 700 Target stores close to campuses, the company noted in its blog, A Bullseye View. The 360-degree shoppable dorm rooms offer vignettes in various color combinations and styles. There's a black-and-white dorm room, a peach dorm room and a blue dorm room, for example, each stocked with everything from bedding to lamps to wire storage tables. The "On to College" webpage offers additional product inspiration by category. Small-format Target stores are situated on or near 23 college campuses and

opening near Michigan State, the University of Washington and University of Kentucky, Lexington in the fall. ■ Source: HFN