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STORES

The only expert Department Store body in the world

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ANNOUNCEMENT

Bloomingdale's, America's only nationwide, full-line, upscale department store, joins the International Association of Department Stores.

Bloomingdale's Inc., a global retail icon celebrated for its distinctive merchandising strategy, store experience, and brand positioning, officially joins the IADS. This membership will be formalised at the 65th Association General Assembly, which will be held in Istanbul this November.

With a rich history spanning over 150 years, **Bloomingdale's** has carved a unique niche in the global retail landscape. The brand is internationally renowned for its exclusive product offerings, innovative customer service, and unforgettable culturally relevant shopping experiences. As a brand, Bloomingdale's has fostered enduring relationships with its clientele, including millions who are part of the retailer's **Loyallist** program.

Recognized globally for animation and trend-driven fashion, Bloomingdale's department stores and e-commerce channels carry women's, men's and kid's apparel and accessories, cosmetics, and home goods, inclusive of furniture, differentiating them within the US landscape.

The flagship store is located in Manhattan, New York on 59th Street and Lexington Avenue. From the subway stop on the lower level to the well-known brown kraft-paper "Big Brown Bags" to the many TV shows and movies that have featured the brand, it has become an iconic part of the fabric of New York. The company now operates 32 full-line stores, 21 outlets, and 3 Bloomies locations in the United States. Bloomies, a newly introduced small format concept, provides a casual, contemporary, and highly curated experience featuring an edit of top brands in a broad range of men's and women's categories, including apparel, accessories, beauty, giftable products and more. In addition, Bloomingdale's has an international presence with locations in Dubai and Kuwait.

The company is also deeply committed to building a more equitable and sustainable future through its **B the Change** program, a roadmap based on three pillars – environmental impact reduction, social inclusion, and youth development – actioned through campaigns, grants, fundraising activities, volunteer opportunities and more. In 2023, Bloomingdale's Inc. supported 96 organisations in the US and donated more than \$2.7 million to charity partners.

Ms Kamshim Lau, Executive Director of **Lifestyle International** (Hong Kong SAR) and President of the **IADS** said: *"It gives us great pleasure to extend a warm welcome to Bloomingdale's Inc. as a valued member of the IADS. With an extraordinary heritage spanning over 150 years, Bloomingdale's has successfully positioned itself as a distinguished hub for luxury shopping in the United States, Dubai and Kuwait. We look forward to having Bloomingdale's participate in the various activities and exchanges of the IADS, contributing towards our drive to deliver customer excellence and quality services in the department store industry."*

Mr Olivier Bron, CEO of Bloomingdale's, said: *"Bloomingdale's is thrilled to officially join the esteemed IADS. This partnership serves as an opportunity to share, develop, and enhance our collective knowledge of the Department Store business with valued business peers internationally. We are very much looking forward to the great work and necessary collaboration ahead."*

By joining the Association, Bloomingdale's will contribute to the fruitful exchanges taking place between leading department stores in the world within the framework offered by IADS, where members come together to bring strategic and concrete answers to questions ranging from real estate strategy to e-commerce profitability, organizational efficiency, private label profitability, relationships with international brands and the evolution of customer expectations.

About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store. A division of Macy's, Inc. (NYSE: M), it currently operates 32 Bloomingdale's stores, 21 Bloomingdale's The Outlet stores, and three Bloomingdale's stores in California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Texas, Virginia, Washington. In addition, Bloomingdale's has an international presence with a location in Dubai and Kuwait. Founded in 1872, the iconic retailer celebrated its 150th anniversary in 2022. Be sure to follow @bloomingdales on social media, become a Loyallist, and for more information, or to shop any time, visit www.bloomingdales.com.

About IADS

The International Association of Department Stores (IADS) is the only expert body specializing in the department store retail format in the world. Consisting of leading department store members located around the globe, the Association acts as an international network, facilitating exchange and communication between IADS members, and conducts research to address current challenges department stores are facing to provide actionable insights for its members.

Today, IADS permanent members include Bloomingdale's (USA), Centro Beco (Venezuela), Beijing Hualian Group (PRC), Boyner (Turkey), Breuninger (Germany), Chalhoub Group (UAE), El Corte Inglés (Spain), El Palacio de Hierro (Mexico), Galeries Lafayette (France), Lifestyle International Holding (Hong Kong), Magasin du Nord (Denmark), Manor (Switzerland), The Mall Group (Thailand). These retail leaders are joined by a network of other department stores and retail companies as corresponding members.

Together, the IADS members, all key players in their respective markets, create a landscape of various business models and cultures and represent more than €32bn cumulated annual turnover, achieved through more than 408 stores with 157,000 associates in 20 countries.

Through its own activities and partnerships with NellyRodi, The Style Pulse, Retail Hub and RH-ISAC, the Association constantly stays up to date on its members' questions and challenges and generates solution-driven problem-solving processes for its members so that they are prepared to face the future of the retail industry.

Press Contact: IADS, press@iads.org