



Restoring Magic to the Macy's Shopping Experience

Challenge

Like many major department stores of its vintage, the Macy's brand was losing relevance with their core target, largely due to the deluge of more modern retail and e-commerce brand choices.

The question was posed – how might we re-imagine the in-store experience with technology to restore the magic of Macy's across the chain, and revive the thrill of the brand as a destination for Millennials, Families, and Tourists alike?

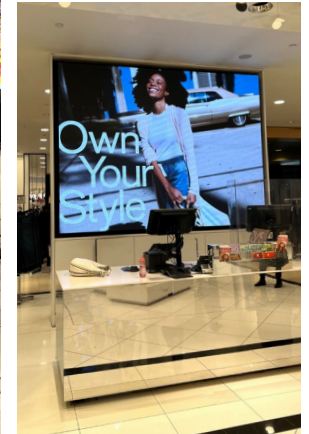
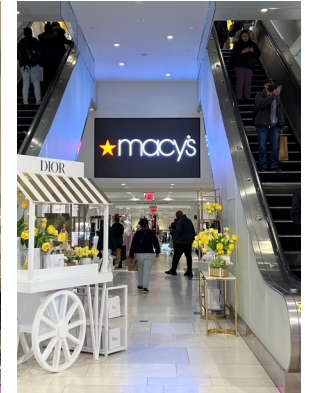
1,000+
endpoints
— in —
375
stores

Solution

After a deep assessment of the environment and requirements posed by the Omnichannel team, our ReflectView digital signage CMS software was selected as the platform to host and connect the 1,000+ endpoints across the fleet of approximately 375 stores. We designed the network to be operated by the Macy's Team to control, monitor, distribute, and deliver contextually relevant content across the entire fleet.

With simple messaging designed to help navigate the environment, deepen engagement across the store's services, and bring a new angle on discovery – we created a set of experiences that would soon help Macy's revive its image as a modern brand in motion.

We continue to design, develop and deploy bespoke digital merchandising hardware and fixture solutions that prominently grace most floors at the iconic Herald Square Flagship in NYC. In doing so, the entire digital and visual merchandising mix delivers more cohesive, meaningful shopping moments for Macy's guests, elevating the magnetic appeal of the store as a whole, and revitalizing the Brand as an international destination.



Result

The fleet of digital continues to grow across the chain to include new LED, Large Format Displays, Price Checkers, Interactive Kiosks, Wayfinding, and other digital merchandising units – always with the purpose of helping shoppers experience the depth and breadth of the store offering. As a result of our work, we were hired by several iconic brands including Calvin Klein, Nautica, Puma, and PVH to help transform their shop-in-shop formats with an array of digital experiences – **raising the bar and setting new standards for multi-brand retail at Macy's.**