



NEWS RELEASE

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Famed Retail Giant Opens in London

LONDON, Ontario – The world renowned department store Macy's launched its grand opening in Masonville Place mall in north London this morning. It was one of 19 openings nationwide this week, marking the retail giant's entry into the Canadian market.

Hundreds of eager shoppers lined up for hours before today's London event to be among the first to discover how Macy's has revitalized the traditional department store. The retailer known for its innovative approaches has modernized the in-store experience in all its Canadian operations. Elite product lines are complemented by coffee bars, coat checks, a try-before-you-buy virtual reality test of most products, in-stock guarantees and customer service tailored to each individual shopper.

Macy's President Jon Beurone joined Masonville Place managers and executives from the mall's owner, Cadillac Fairview, to open the premier retailer. "We are thrilled to partner with Cadillac Fairview and bring our \$31 million dollar investment to Masonville Place," Beurone said. "Canadian consumers will find the shopping experience they've been waiting for that combines the best traditions with high-tech innovations."

The general manager of Masonville Place, Jennifer Demopoulos, said, "The arrival of Macy's in Canada is just what was needed to revive the Canadian department store. It's really going to fill the gap left by the departure of other retailers, and it's just in time for the holiday shopping season."

Macy's first considered expanding into Canada over fifteen years ago. A tentative deal had been reached to open a Macy's store in 18 malls operated by Cadillac Fairview, but the deal was shelved after Macy's executives determined the retail climate wasn't suitable at that time. By 2017, with Sears preparing to close the last of its 130 outlets in Canada, Macy's and Cadillac Fairview resumed negotiations and a deal was struck.

Macy's arrival in Canada has created almost 2,000 jobs across the country. The Masonville Macy's employs 112 people.

About Macy's

In 1858, Rowland Hussey Macy opened a fancy dry goods store in New York City. That humble entry into the retail world grew to become one of the largest retailers in the world, through relentless innovation and modernization.

Macy's pioneered several practices that changed retail industry. In 1865, it was the first retailer to promote a woman to an executive position. Macy's introduced revolutionary business policies that set modern-day standards, such as the one-price system that ensures the same item is sold to every customer at one price. By 1924, many Macy's employees were immigrants. They decided to celebrate their new heritage by organizing a Christmas Parade that evolved into a favourite holiday tradition now known as the Macy's Thanksgiving Day Parade. Numerous expansions over the decades saw Macy's acquire hundreds of other stores across the United States.

Macy's now serves Canadian customers in 19 stores across six provinces, from Vancouver, BC to Moncton, New Brunswick, as well as on the macysincanada.ca website. Another 670 stores operate in every major market in the United States under the Macy's and Bloomingdale's nameplates.

More Video Available

Download high definition video of [Macy's Canadian Grand Opening](https://macysincanada.ca/grand-opening/video/) in other locations this week, including Vancouver, Calgary, Winnipeg, Kitchener, Toronto, Mississauga, Hamilton, Markham, Brampton, Ottawa, Montreal and Moncton. (<https://macysincanada.ca/grand-opening/video/>)

For More Information

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