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Bloomingdale's parent Macy's Inc. investing in curated marketplaces

November 19, 2021



Bloomingdale's will soon have its own curated online marketplace. Image credit: Bloomingdale's

By LUXURY DAILY NEWS SERVICE

Bloomingdale's parent Macy's Inc. is looking to accelerate its ecommerce growth with the launch of a curated digital marketplace.

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The new marketplace will build on the group's reputation as an omnichannel retailer by allowing select third-party merchants to sell their goods on Macys.com and Bloomingdales.com. A growing number of traditional high-end retailers are embracing marketplace models as online spending continues to climb.

"The marketplace platform will further accelerate our Polaris strategy and unlock new opportunities for sustainable and profitable growth," said Matt Baer, chief digital and customer officer at **Macy's, Inc.**, in a statement.

"Our digital business is targeted to generate \$10 billion in sales by 2023, and we expect the new marketplace platform to produce incremental revenue on top of that target," he said. "The marketplace platform will enable us to expand our assortment at a low incremental cost, while giving Macy's customers easy access to even more product selection to meet their diverse needs."

Online curation

Macy's, Inc. has tapped marketplace technology company Mirakl to develop and power the platform, which will integrate into Bloomingdale's and Macy's existing architecture and easily allow for future changes in approach.

"To be a retail leader in today's economy means balancing two imperatives: staying true to the trusted brand DNA that your customers value, while also anticipating and rising to meet their evolving expectations," said Adrien Nussenbaum, cofounder/co-CEO at **Mirakl**, in a statement.



The new online marketplace will allow Bloomingdale's to expand its offerings. Image credit: Bloomingdale's

Merchants will help the retailers expand its offerings in existing categories while introducing more product verticals. They will also be able to use Mirakl's seller tools to monitor, drive and grow their businesses within the curated parameters.

The marketplace platform is forecast to debut in the second half of 2022.

In March, Hudson's Bay Company announced that ecommerce retailer will expand its online experience, transforming into a hybrid retail and marketplace platform. The move was announced after the ecommerce site for U.S. department store chain Saks Fifth Avenue into its own separate entity ([see story](#)).

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