

COMMERCE

Bluemercury to move company headquarters to New York City

June 22, 2023



The company will share a city with parent group, Macy's Inc., as of August 2023. Image credit: Bluemercury

By LUXURY DAILY NEWS SERVICE

In a move that may signal its intent to expand, leading luxury beauty retailer Bluemercury is leaving home base.

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The Washington, D.C. metro area, where the company was founded, has played host to its headquarters since 1999. In August 2023, Bluemercury will shift its corporate center to New York City, operating in closer proximity to its parent company of eight years.

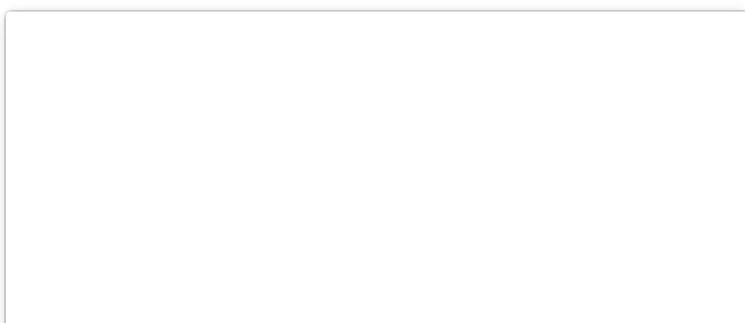
"As we strive to be the ultimate specialist in the beauty of our clients, we want to align our home base with the epicenter of beauty," said Maly Bernstein, CEO of **Bluemercury**, in a statement.

"Many of our partner brands are based in New York, including much of our Macy's, Inc. family, enabling even stronger collaboration with partners and within our portfolio to realize greater efficiencies and outcomes," Ms. Bernstein said. "As we look towards the future of our brand and business, including our fleet and our team, this transition will help us unlock our next chapter of growth."

Brand family reunion

Bluemercury joins a network of sister brands in the Manhattan locale.

Upon relocation, the brand will establish new offices in the JACX building in Long Island City. U.S. department store chain Bloomingdale's, also owned by Macy's Inc., has taken up residence there for some time.



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A post shared by Bluemercury (@bluemercury)

Macy's Inc., which recently announced a succession plan to support longtime chief executive Jeff Gennette's upcoming retirement ([see story](#)), acquired the cosmetics giant in 2015.

"With this move, Bluemercury is well poised to further its leadership as the premiere retail destination for luxury beauty," said Tony Spring, president and CEO-elect of Macy's, Inc., in a statement.

"Luxury is one of Macy's, Inc.'s five key growth vectors and Bluemercury is an important part of that plan, so I look forward to seeing all that's to come as the brand continues to evolve."

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