



Macy's Herald Square, Men's Department

New York City, NY

A.R.E. Design Awards
Silver Award / 2015

RDI
Award of Merit / 2014

Redefining Men's Merchandising

CHALLENGE

As part of a storewide 4-years-long renovation, we are managing the master planning and interior retail design of an expanded and updated 7-floor Men's Department. We have introduced this iconic Macy's new Men's Department concept, beginning with the 1st and 2nd floors. Total renovation continues with the Lower Level and the 4th and 5th floors by Spring 2014, and we will finish the entire project by 2015. When complete, this Men's Store will offer an additional 50,000 square feet of sales area, for a total of 180,000 square feet.

Our objective has been to improve ease of access throughout. We seek to unify the design elements with a consistent treatment for a wide range of column sizes and configurations in order to create a common language, enhancing customers' wayfinding and ease of shopping.

SOLUTION

With Macy's expanded offering of brands, the result is a more unique shopping experience that offers a street of personalized shops along the main aisle. This contemporary urban men's store has been re-layered into individual "worlds" by floor. We have introduced a family of proprietary elements including those common to all future men's floors, incorporated with the elevators, lobbies, open pads at escalators, and integrated technology.

Wayfinding has been improved by opening sightlines and access to the escalators and well-defined aisles, with an understated design. Ceilings are clean-lined with simple design. To accommodate extraordinary traffic, there are protective metal edges and porcelain tile. To optimize the efficient use of space, rooms and categories are well-defined using architectural portals. Columns have been designed in a unified treatment that includes merchandising, branding, and visual media in a variety of configurations. The column treatments, finishes, and lighting are unique to Herald Square, recalling Macy's early days.