

Logo



The company sees those latter brands as its future: It said it plans to take advantage of its leadership position in the luxury market, where it said Bloomingdale's and Bluemercury have been "outperformers" within the Macy's portfolio. The company plans to build out 15 new Bloomingdale's stores and at least 30 new Bluemercury stores, along with roughly 30 Bluemercury remodels, over the next three years.

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