

# WWD THURSDAY

Sportswear

## Macy's East Gets Psyched for Back-to-School

**NEW YORK** — Macy's East is revved up and ready for back-to-school.

The retailer held its third annual junior vendor day here on Wednesday at the Metropolitan Pavilion at 125 West 18th Street. About 1,000 store associates and vendors in the juniors, young men's and children's areas turned up to learn the trends, hear feedback from Macy's executives and get pumped to face customers shopping for the b-t-s season.

"I am pleased with our progress," said Ron Klein, chairman and chief executive officer of Macy's East. "But I think there is a lot of work to be done over the next 30 to 60 days."



Ron Klein with Rob Smith, executive vice president and general merchandise manager for juniors, intimates, coats and dresses for Macy's East.

Klein noted the importance of this year's event, especially with the newly integrated stores from the Federated Department Stores-May Department Stores merger. He said that since many of these associates will see whole new departments in their stores, the event was an opportunity for them to learn about the merchandise they will be selling.

After introductions from Klein and Randy Scalise, executive vice president, director of stores, for Macy's East, guests heard a pep talk from designer Marc Ecko and watched a performance from Kevin Covais, an "American Idol" finalist, as well as a fashion show and dance performance. They then walked the floor, meeting with vendors in their various booths.

"This year is critical because of the transition," Scalise said. "These [young] customers have more spending power than ever before."

### MACY'S EAST BACK-TO-SCHOOL TRENDS

#### ACTIVE

##### Keep It Casual

- Hoodies
- T-shirts
- Vintage-inspired jackets
- Distressed sweats

#### URBAN

##### Rock the Uniform

- Track jackets with matching pants
- Polo shirts
- Washed denim

#### REBEL PREP

##### Layer It Up

- Polos
- T-shirts
- Henleys
- Tunics

#### MILITARY INSPIRED

##### Take a Stand

- Cargo pants
- Camo jackets
- Neutral colors in T-shirts, pants

#### ROCKER CHIC

##### Dress the Part

- Leggings paired with shorts and miniskirts
- Black and grey skinny jeans
- Tattoo print tops

#### DENIM

##### All About Detail

- Skinny
- Dark wash
- Embellished



Richie Rich and Traver Rains take the runway to introduce their new Heatherette juniors line. Marc Ecko pumps up the crowd.

Scalise said sales associates must understand the concerns of their customers, who are looking for fashion direction. They need to learn about fit, finish and how to wear the complete outfit.

"No customer should leave the store with one T-shirt or one pair of jeans," he said. "If we do it well, they will leave with more."

— J.G.