

# THE WORKSHOP AT

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## THE WORKSHOP AT MACY'S LAUNCHES APPLICATIONS FOR 2025 COHORT

*Macy's leading retail accelerator program accepts applications for 2025 class  
Business owners can apply now through November 30, 2024 at [TheWorkshopatMacys.com](http://TheWorkshopatMacys.com)*

**NEW YORK – September 3, 2024** – Applications are now open for The Workshop at Macy's, the retail industry's longest running and leading vendor accelerator program, designed to drive underrepresented brand owners, founders and designers to the next level by providing retail industry knowledge, resources and mentorship. Applications for the 2025 class are open from September 3, 2024, through November 30, 2024.

Selected brands will participate in The Workshop's comprehensive program designed and led by Macy's leaders, alongside industry experts from organizations, including Babson College, Google, and Meta, among additional partner organizations. Course offerings include in-depth explorations on crafting brand identity, assortment planning, building financial management skills, perfecting the pitch, accessing growth capital and more.

During the month-long program, taking place virtually and in person in New York City, participants will gain access to Macy's holistic supplier ecosystem, critical education and funding resources, new customers through a pop-up shop on [macy's.com](http://macy's.com) and \$250,000 in business grants annually. Through this investment, all participants will receive a \$5,000 business grant upon completion of the program and the opportunity to enter a vendor pitch competition. The winning brand will receive a \$100,000 business grant, among other prizes.

Founded in 2011, the program has grown to empower more than 250 graduate brands and provide more than 500 hours of educational training. During the program, brands will also be introduced to [S.P.U.R. Pathways: Shared Purpose, Unlimited Reach](#), a multiyear, multifaceted funding program to advance entrepreneurial growth, close wealth gaps and shatter systemic barriers faced by underrepresented businesses and businesses serving underrepresented communities.

As part of the company's social purpose platform, *Mission Every One*, Macy's, Inc. continues to increase its investment in underrepresented designers, brands and business partners to create more choices for our customers and expand opportunities for our colleagues, partners, and communities nationwide. To help achieve this, a portion of the company's overall \$5 billion commitment under *Mission Every One*, scaling through 2025, will support underrepresented businesses and investments in retail development programs, including The Workshop at Macy's.

For more information on The Workshop at Macy's, visit [TheWorkshopatMacys.com](http://TheWorkshopatMacys.com). To shop the collections from past participants, visit [Macy's.com/Workshop](http://Macy's.com/Workshop).

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### About The Workshop at Macy's

The Workshop at Macy's is an intensive retail-vendor accelerator program designed to give select high potential businesses, owned by diverse, women, LGBTQ, persons with disabilities, veterans and other underrepresented individuals, the tools to better succeed and sustain growth in the retail industry. The Workshop at Macy's was launched in 2011 to foster growth in the next generation of diverse merchandise

suppliers. Conducted annually, this free program is a foundational element of Macy's commitment to business diversity. With more than 250 graduated vendors, including Anwuli Eyewear, Cardon, Black Paper Party, Urban Hydration, Things II Come, GUNAS New York and Tayion Collection. The Workshop continues to create a viable pipeline of enterprises that will grow to become successful partners with Macy's, Inc. and other retailers.

#### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE: M), serves as the style source for generations of customers. With one of the nation's largest e-commerce platforms powered by [macy's.com](http://macy's.com) and mobile app, paired with a nationwide network of stores, Macy's delivers the most convenient and seamless shopping experience, offering great values in apparel, home, beauty, accessories and more. Macy's gives customers even more ways to shop and own their style through an off-price assortment at Macy's Backstage and at our highly curated Macy's small format stores. Each year, Macy's provides millions with unforgettable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade® and helps our customers celebrate special moments, big and small. We're guided by our purpose—to create a brighter future with bold representation—that empowers more voice, choice and ownership for our colleagues, customers and communities.