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THE WORKSHOP AT MACY'S WELCOMES 2024 CLASS

26 underrepresented entrepreneurs will have the opportunity to receive a grant of \$100,000 and new customers through a month-long digital pop-up on macys.com

NEW YORK, NY –May 3, 2024 – This spring, Macy's welcomes 26 business owners to the 2024 class of The Workshop at Macy's, the retail industry's longest-running vendor accelerator program designed to propel underrepresented brands to the next level by providing retail industry knowledge, resources, and tools. Throughout the month of May, the class of 2024 will have the opportunity to access Macy's holistic supplier ecosystem, critical education and funding resources and engage customers through a pop-up shop on macys.com from May 5 to June 1. All participants will have an opportunity to enter a pitch competition, from which the winning brand will receive a \$100,000 business grant, among other prizes provided by Klarna, Spark Foundry and Bazaarvoice. Additionally, all participants who complete the program will receive a \$5,000 business grant upon completion.

As part of Macy's social purpose platform, *Mission Every One*, The Workshop at Macy's is vital to the brand's ongoing commitment to empower underrepresented entrepreneurs. During this year's session, vendors will have the opportunity to engage with the comprehensive business development program, providing them with a variety of tools to build brand identity, improve their financial management and assortment planning, create a perfect pitch, secure growth capital and more. Following The Workshop, participants will be introduced to Macy's buyers and digital marketplace teams for the opportunity to onboard as vendors across Macy's retail ecosystem.

"For nearly 15 years, The Workshop at Macy's has leveraged the brand's resources and retail expertise to empower and amplify underrepresented businesses, creating one of the industry's most comprehensive vendor accelerator program," said Sherieka Smallwood-Morgan, Director of Retail Strategy, Macy's. "As part of *Mission Every One*, The Workshop at Macy's is committed to expanding representation across retail by providing this year's cohort, as well as future classes, with best-in-class programming and resources to fuel entrepreneurial development and growth."

Additionally, brands will 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 diverse-owned businesses. A partnership between Macy's, Inc. and Momentus Capital, S.P.U.R. Pathways offers underrepresented businesses and businesses in underserved communities, access to critical funding, as well as a full suite of educational resources, fueling a holistic supplier ecosystem and acting as a catalyst for outsized growth.

Led and designed by a consortium of experts from Macy's, Babson College, the nation's leading business school for entrepreneurship, Google, and Meta, among others. Since its inception, The Workshop at Macy's has helped to develop more than 200 diverse-owned businesses since 2011.

Meet The Workshop at Macy's 2024 Class

As part of The Workshop at Macy's commitment to amplifying and empowering underrepresented businesses, a cohort of 26 entrepreneurs across five retail categories have been invited to participate in this year's program.

Apparel

- Coradorables
- Jacob and John
- Naked Rebellion
- Pop Linen
- Public Art
- Roam Loud
- Rockridge
- Sparkies

Beauty

- Bright Girls Flora and Noor
- Manhattan Grey
- Swair

Center Core

- Anwuli Eyewear
- Hollywood Sensation Jewelry
- Jazmine Kionna
- Lux and Nyx
- MAX+min
- Misoya House
- Sawa Sawa
- Vaila Shoes
- Panty Buddy

Home

- Nokomis Home Fragrance
- School Scent Candles
- Uber Appliance

Kids

- Brown Toy Box
- Mightly

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

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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 macys.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.