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Press Release

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IMMEDIATE

MTA Boutique Arrives at Macy's Herald Square

The Metropolitan Transportation Authority (MTA) today announced the opening of the first full-fledged MTA boutique in The Cellar of Macy's Herald Square. The 1,000-square-foot boutique features a unique collection of MTA-trademarked products developed especially for Macy's.

The collection, titled NYC Underground, includes apparel, accessories, handbags, mugs, water bottles, note pads, umbrellas, wrist watches, and more. Products featuring the world's most recognizable subway map will be accented with the iconic Macy's red star to mark the famous 34th Street and Broadway intersection known as Herald Square.

To add authenticity to the shopper's experience, the boutique is decorated with subway maps, station signs, and even real subway benches and metal hand grabs on loan from New York City Transit's Asset Recovery division. The boutique at Macy's will remain in place throughout the holiday season. 

NYC Underground was created exclusively for Macy's by Gouda, Inc. — an official MTA licensed company working in cooperation with MTA Marketing & Corporate Communications Dept. and the MTA's licensing agent, Moxie & Co.

"As we look to make every dollar count across everything the MTA does, we're working to enhance the value of the MTA brand and trademarks," said Paul J. Fleuranges, MTA's Senior Director of Corporate and Internal Communications. "We are delighted to be able to do that with a prominent presence in such an iconic and world-renowned space."

"Macy's is excited about our partnership with the MTA and its new branded merchandise endeavor — NYC Underground. The MTA is the one thing that connects all New Yorkers. The city, our employees and customers rely so heavily on the MTA getting us there, that I'm sure visitors and New Yorkers alike will be proud to own an item of the collection. We're happy to have the MTA Boutique pull into Macy's Herald Square," said Patti M. Lee, district vice president and Macy's Herald Square general manager.

The MTA earns roughly \$500,000 a year in fees and royalties from companies that receive licenses to use MTA logos and images, a figure that has more than tripled from what it was five years ago. There are more than 100 businesses licensed to use MTA imagery in their products, a figure that has more than doubled in the past five years. Licensing revenue and the number of licensees have burgeoned in recent years as the MTA has actively positioned its brand in new markets, such as digital apps and international merchandising, through new distribution channels. MTA licensees have previously secured small, dedicated displays in other retail stores, such as at Toys 'R Us Time Square and FAO Schwartz. But today's announcement details the first instance of direct, co-branding collaboration between the MTA and a large retail store.

Gouda is a Manhattan-based product development company specializing in the design, licensing, marketing and production of both wearable and non-wearable gift products. Founded by Kim Baker in 1992, [Gouda \(www.goudainc.com\)](http://www.goudainc.com) has grown to one of the most trusted private label and corporate promotional product development designers and manufacturers in the world, serving clients including Macy's, Banana Republic, Barney's NY, DKNY, and many museums. And, in keeping with the MTA's efforts to promote opportunity and diversity, Gouda Inc. is a woman-owned business.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

