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Shoe Heaven in Herald Square

by [Rachel Sanzone](#) — 02/06/2014 in [New York](#) 0 Share on Facebook Share on Twitter

Walking into the **Macy's** store in **New York City** for women is like releasing a kid in a candy store. The difference for us is our candy doesn't rot our teeth and add inches to our

waistline. **The Herald Square Macy's** is the largest in the world. There are nine floors and they all are filled with the makings of a shopaholic's dream. From cosmetics to **Coach** bags to the newest pair of **Jimmy Choos**, there is nothing you can't find. And if you need an extra energy jolt to get you through to the next 7 stories, Starbucks is found on the third.

If you didn't think the flagship store could get any better, you were very wrong. With a mammoth budget of \$400 million, they are completely renovating their shoe floor making it better and much bigger. The new 39,000-square-feet floor will be home to 280,000 pairs of shoes. Following in the footsteps of department stores such as **Saks** and **Barneys**, Macy's wanted to renovate to satisfy the mass shoe hysteria. **Smartie CEO and Chairman Terry Lundgren** knows if you get a woman to fall in love with a great pair of shoes, she will be hooked for life.

The floor will be organized into different zones. Satisfying every outfit we could possibly dream up, the new floor will offer a wide variety that ranges from athletic and comfort brands to a brand-new luxury wing. That was a no brainer. Better get started on your closet expansions, with the project completing date set in September, that doesn't give us nearly enough time to finish them.



By Rachel Sanzone

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Rachel Sanzone

I believe when you're pretty on the inside, you're pretty on the outside but you can't beat that perfect shade of lipstick and eyelashes as big as your dreams.



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