



## Bloomingdale's Opens San Francisco Store

SEPTEMBER 28, 2006 -- Bloomingdale's, a division of Cincinnati-based Federated Department Stores Inc., celebrated its first store in San Francisco this week, with a gala cocktail reception on Tuesday. The store officially opens to the public today. Representing its second-largest store in the country, Bloomingdale's San Francisco resides in the Westfield San Francisco Centre at Market and Fifth streets. Encompassing 330,000 sq. ft., each of the five levels is designed to capture an eclectic mix of San Francisco and New York styles, while adding distinctive Bloomingdale's detailing.



"It takes where we were in SoHo to another level," says Michael Gould, chairman and CEO of Bloomingdale's. "Each floor is a store unto itself. This store translates the best elements of SoHo in a building five times the size."



Complete with open sightlines, simplified signage, lounge areas and large fitting rooms and restrooms, Bloomingdale's features luxurious designer brands on street level, which houses fashion accessories, cosmetics and designer jewelry. Customers have an array of luxury brands to choose from among numerous designer boutiques, including a Louis Vuitton, Fendi and Jimmy Choo boutique (the only one for Bloomingdale's). Bloomingdale's largest David Yurman boutique, with a new design, also is located on street level. The lower (BART) level houses the Young World and Home departments, as well as the Bridal Registry and Corporate Services.

The second floor is home to designer sportswear and intimate apparel departments. The third floor features Y.E.S. contemporary sportswear, coats and dresses. The fourth floor is The Men's Store, which is divided into modern and classic lifestyles. This year Bloomingdale's plans additional store openings in Boston; San Diego; Costa Mesa, Calif.; and Chestnut Hill, Pa.

Photos: (Top) Bloomingdale's hosted a gala cocktail reception on Tuesday to benefit clinical and research programs at the University of California, San Francisco Children's Hospital.



(Center) Michael Gould, Bloomingdale's chairman and CEO, speaks about the significance of the store's new San Francisco location.

(Bottom) From left to right: Tom Herndon, RYA; Claudene Anderson, RYA; Jack Hruska, Bloomingdale's; and Shan Dinapoli, Bloomingdale's, led a tour of the new store.