

Macy's is the best retailer in the business.
—DONALD J. TRUMP

MACY'S MAIN MAN

He's here to help you look good. **Terry Lundgren** knows the secret behind a powerful presence.

by ANTHONY LOSANNO

As the CEO of Federated Department Stores, Terry Lundgren knows what the educated consumer wants. Overseeing the operation of Macy's, Bloomingdale's, and hundreds of department stores, it's the wide selection of name brands that has helped attract customers and spawn a resurgence of high-end consumer shopping in his stores. "We carry a full array of products for him, her, the kids, and the home. Plus, we have brands like Ralph Lauren, Estée Lauder, MAC, and Coach," says Lundgren.

One recent addition, available exclusively at Macy's, is the Donald J. Trump line of men's furnishings. Capturing the style of Trump, "the well-dressed, classic look," is something that the brand set out to achieve. "Donald has a powerful presence, and people like the way he dresses and carries himself." When the opportunity to carry the line was presented, Lundgren felt that "the collection of suits, dress shirts, neckwear, watches, and other categories made a lot of sense."

The Trump line appeals to the guy that wants to feel confident and look stylish.

"They don't have to be a mogul" to wear these suits, but one magnate in particular has a few in his closet. "While Donald almost exclusively wears Brioni, the Trump line represents something that he would wear and has worn," says Lundgren.

Lundgren's ability to draw customers to Federated's stores is equaled only by the inspiration that he provides his employees. "We're very big on volunteerism," he says. In addition to the millions of dollars that Federated donates each year, employees participate in thousands of hours of community service.


Federated's Partners in Time Program, which celebrated its 16th year this past September, has volunteers from over 500 stores giving back to their communities. According to Lundgren, "It's just a fantastic outpouring of commitment on the part of our employees. We had people helping in homeless shelters, people raising funds for cancer research," among tons of other initiatives. Lundgren's spirit of goodwill traveled with the volunteers and "that spirit was contagious; it caught on across the country." 



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