

FOR IMMEDIATE RELEASE
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Sears Corporate
3333 Beverly Rd.
Hoffman Estates, IL 60179

SEARS TO PARTNER WITH INDEPENDENT ARTISTS, DESIGNERS

SEARS announced plans to overhaul its store structure to include rotating pop-up shops, partnerships with independent artisans, and large, fully-functioning appliance demo floors.

The changes are scheduled for unveiling in January of 2020.

Melissa Anne Moschella, VP Product Development and Strategic Sourcing, said:

“Shopping should be an experience. It’s about discovery; discovering something amazing that you wouldn’t be able find anywhere else.”

The pop-up shops will operate on a rotating schedule, and feature offerings from companies like Society 6.

To develop the new Artist-in-Home range, they’ve tapped artisans like weaver Manju Devi and designer Tessa Silva-Dawson.

The other major change is the addition of appliance demo floors. A large portion of the store footprint will house the fully-functioning range of appliances. Shoppers will be able to try out appliance functions before they buy.

To make room for the new additions, Sears will discontinue certain merchandise, like jewelry, groceries, and automotive accessories.

Sears is a subsidiary of Transform Holdco LLC.