fieldsfanschicago.org

Working to bring back Marshall Field's in quality, service and name

FIELD'S FANS CHICAGO'S FAQ

Version 1.0, October 23, 2025

In a world of division, love for Marshall Field's is universal. Everybody loves Field's. In fact, a survey we conducted back a dozen years ago showed that of 2,300 Michigan Avenue and State Street shoppers, 78% preferred Marshall Field's to Macy's (12% preferred Macy's.)

Here are some common talking points we've had through the years:

For 153 years, Marshall Field's was much more than a department store where you bought things: it was a world-renowned cultural entity, fashion arbiter, major world-class fashion destination, and international culinary force.

For over 125 years, no visit to Chicago was complete without a visit to Marshall Field's, which is why for 35 years, Marshall Field's supported TWO world -class flagships: Water Tower Place/Michigan Avenue, as well as State Street. The brand was and still is synonymous world-wide with Chicago.

In 2005, Marshall Field's was Chicago's "number three destination," according to Federated Department Stores' (Macy's/Bloomingdale's/bluemercury) publicity materials.

A huge number of tourists visit 111 N. State St, Chicago because it used to be Marshall Field's. When tourists want to go to the famous Macy's in the United States, they think of the NYC

Macy's on 34th Street at Broadway. People used to come from all over the world to 111 N. State Street because it was uniquely Marshall Field's, uniquely the world-class city, Chicago.

Marshall Field's was the primary anchor of State Street. There were other retailers but the pinnacle for locals and tourists alike was Marshall Field's.

Marshall Field's was beloved because it had the characteristics of the other great department stores:

- The hipness of **Bloomingdale's**
- The breadth of **Macy's**
- The service of **Nordstrom**
- The "grand dame" esteem of **Lord & Taylor**
- The class and sophistication of **Saks Fifth Avenue**
- The unique and unexpected of **Niemann Marcus**
- The opulence of **Harrods**
- The reputation for experiential retail at **Selfridges** which of course traces its heritage to Marshall Field's.

Harry Selfridge started out at Marshall Field and Company in 1879. With Marshall Field's, Selfridge perfected *experiential retail.* Eventually, Selfridge left for London where he started what we know today as Selfridges. Selfridges is in many ways what Marshall Field's would be today if were still around.

When Wall Street pressured Target Corporation to sell the Marshall Field's 62 store division (of which approximately 40 stores were former Dayton's and Hudson's locations), there were at least four suiters, including May Department Stores, Federated Department Stores (Macy's/Bloomingdale's), JCPenney (headed by the former leader of Federated) and Selfridges.

In 2005, at the time Federated Department Stores (Macy's/Bloomingdale's) merged with May Department Stores (at that time briefly the owner of Marshall Field's), the Marshall Field's tradenames were as valuable as Macy's and Bloomingdale's tradenames. From FY2005 SEC 10K Annual Reports of Federated Department Stores and May Department Stores:

- **Marshall Field's Tradenames** including Marshall Field's, Frango, etc, but not Dayton's or Hudson's: $419M
- **Federated Department Stores Tradenames**: Macy's, Bloomingdale's, etc. tradenames: $377M
- **May Department Stores** (excluding Marshall Field's and including Lord & Taylor and about a dozen other store names and associated tradenames (Filene's, Famous Barr, Foley's, Kaufman's Jones Store, etc. that were retired in 2006): $190M

Macy's has done some very positive things in managing the State Street store. For example, they arranged for the redevelopment of the upper floors which had been underutilized or even vacant. This has created more customer traffic for the store and other business in the area, while also putting the upper floors back on the real estate tax rolls. But the fact is that success could have also happened under the Marshall Field's brand.

Department stores may be a struggling format these days, but expanding department store brands like Von Maur, Boscov's and Dillard's demonstrate that the format can be successful. These three brands are still opening new stores in 2025. And of course, to management's credit, Macy's and Bloomingdale's are holding their own

Topping a list of 23 businesses, Marshall Field's is the one experience that Chicagoans "want to bring back from the dead." No other department stores were on this list. This is according to *Time Out Chicago,* October 24, 2024. Marshall Field's topped *Time Out'*s previous survey list from a couple years earlier which listed 18 businesses with as the only department store.

Field's Fans Chicago's Facebook group is believed to be the largest membership of any Facebook group dedicated to a single, non-extant retailer. As of October 23, 2025, membership is over 53,000. Surely this is another indicator of how Marshall Field's remains a much beloved and current brand experience

Don't care for Marshall Field's? Prefer Macy's over Marshall Field's? Maybe you are a Chicagoan who doesn't care one way or another. Even still, operating the State Street store in name AS WELL AS ethos, style and spirit as Marshall Field's means maximum tourism to our city which has a positive ripple effect for other businesses and maximized tax revenues.

FIELD'S FANS CHICAGO

Field's Fans Chicago is a grass roots group of Chicagoans and Chicago lovers—some of who mare even Macy's small, individual stockholders--who would love for Marshall Field's to return to the State Street store. We're not looking to restore 18 Marshall Field's stores in Chicago and suburbs—that doesn't make sense today. Operating the State Street store as Marshall Field's in name, experience, style and ethos is a win for all involved: Shoppers, tourists, Chicago, and even Macy's stockholders.

While there are more serious causes in the world, it certainly deserves the attention for those concerned about the economic development of our city of Chicago. If you can root for the Bears, White Sox or Cubs, one can root for a comeback by Chicago's big winner, Marshall Field's.

We have had rallies…again, not as serious as war or famine but more than a few participants, they have gone on to rally for other causes that are more controversial. It's possible to support more than one cause—most people do.

When Macy's had in-person stockholder meetings in Cincinnati, a representative from Field's Fans has attended and spoken on behalf of restoring Marshall Field's at every Macy's, Inc. stock meeting from 2008 through 2018.

Field's Fans has also participated in numerous civic meetings supporting the Marshall Field's Building, its legacy and its landmark status.

For 14 years, from 2006-2019 (before the pandemic), representatives from Field's Fans has stood under the Marshall Field's Great Clock at State & Washington on Saturday afternoons during the holiday season, greeting an estimated quarter of a million people on State Street and distributing over 175,000 pin on buttons that said "Forever Marshall Field's" and "Time to Bring Back Marshall Field's," as well as 175,000 bookmark flyers explaining why Marshall Field's should be revived to State Street.

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Marshall Field's has become a legend even though it is gone; but still even people who were too young to remember it first-hand have heard all about it. Young and old want Marshall Field's restored as a genuinely Chicago brand and experience.

The highest and best use of 111 N. State St. continues to be as Marshall Field's.

Again, operating the State Street store as Marshall Field's in name, experience, style and ethos is a win for all involved: Shoppers, tourists, Chicago, and even Macy's stockholders.

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