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Walmart.com and Lord & Taylor Announce Plans to Deliver Premium Fashion to Customers

Lord & Taylor to Launch New Flagship Store Next Year on Walmart.com

BENTONVILLE, Ark. and NEW YORK, NY – Nov. 13, 2017 – Walmart.com and Lord & Taylor announced today that Lord & Taylor will launch a flagship store on Walmart.com. Expected to launch in spring 2018, Walmart.com will introduce a specialized online experience offering premium fashion brands directly from the Lord & Taylor flagship.

“Our goal is to create a premium fashion destination on Walmart.com,” said Denise Incandela, Head of Fashion, Walmart U.S. eCommerce. “We see customers on our site searching for higher-end items, and we are expanding our business online to focus on adding specialized and premium shopping experiences, starting with fashion. We’re excited that Lord & Taylor is part of the team we’re working with as we continue to create a new Walmart.com.”

In conjunction with the launch of the Lord & Taylor flagship store on Walmart.com next year, Walmart is also evolving how customers will be able to shop fashion on the site, adding elements of discovery and inspiration. As part of this experience, Lord & Taylor will have a dedicated store on Walmart.com and the Walmart app that will reflect the premium fashion it is known for, reaching exponentially more shoppers than it currently does through lordandtaylor.com.

“As retail continues to change, this flagship store creates enormous growth opportunities for Lord & Taylor and our brand partners,” said Liz Rodbell, President of Lord & Taylor. “Our customers trust us to deliver high-quality fashion apparel and accessories, and we will soon be able to extend the reach of that offering to new customers through this flagship store. Walmart.com is a shopping destination that reaches a wide base of customers looking for premium fashion brands. They are a great company for us to work with as we continue to grow our digital presence.”

Over the past year, Walmart has aggressively expanded its online assortment. Walmart.com currently offers more than 60 million items on the site, compared to 20 million items last year. At the same time, Lord & Taylor continues to evolve its department store model, combining brick

and mortar locations with compelling online destinations for a truly exciting all-channel experience.

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About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, over 260 million customers and members visit our more than 11,600 stores under 59 banners in 28 countries and e-commerce websites in 11 countries. With fiscal year 2017 revenue of \$485.9 billion, Walmart employs approximately 2.3 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com>, on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>.

About Lord & Taylor

Founded in 1826, Lord & Taylor is the oldest department store in the United States and one of the country's premier retailers. It has built its reputation on offering high-quality fashion apparel and accessories, exciting store environments, and seamless service. Lord & Taylor operates 50 full-line locations primarily in the northeastern and mid-Atlantic U.S. and lordandtaylor.com. It is part of the Hudson's Bay Company brand portfolio.

Eric Zorn served as an advisor for HBC.