Beat: Business

Zellers Is Making A Comeback

To The Canadian Discount Store Market

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USPA NEWS - The discount retailer, which has undergone multiple cycles of decline and revival since its inception in 1928, is set to unveil another relaunch Thursday at Londonderry Mall in Edmonton.

The newest version will maintain the original's emphasis on affordable family offerings while reducing the types of merchandise sold and reevaluating the large properties that Zellers previously occupied.

The reinvented retailer will occupy significantly smaller spaces and will carry men's, women's, and kids' apparel, as well as home goods, luggage, and seasonal items, but will discontinue other Zellers categories such as toys and pharmaceuticals.

Although the retailer hasn't revealed the number of stores that will open, it "absolutely plans on bringing Zellers back to every major market across Canada in a relatively short time."

Initially, they have targeted former HBC properties and have been signing leases with landlords for single floors or portions of the space the department store once held, measuring no more than 50,000 square feet.

The reimagined Zellers will showcase products from trusted brands such as Reebok, Spyder, Chaps, DKNY, Disney, Marvel, and Nickelodeon. Additional brands and product categories, including footwear, will be introduced in the future.

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