

CAPITOLA

'Excited' shoppers pack Macy's

Business m
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SENTINEL STAFF WRITER

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Nine West. Steve Madden. Enzo Angiolini. Sisters Megan Young and Jessica Ball were about as close to Nirvana as they could get as they stood in line at Macy's on Saturday, clutching six boxes of \$75 shoes between them.

"This has been a long time coming. Now I don't have to drive over the hill to find cute shoes," said Young. "Now we can support the local economy instead of San Jose's."

By 1 p.m., more than 5,000 people had walked through Macy's doors for a preview of the new Capitola Mall store, whose official grand opening is May 3. Lines filled with shoppers clutching mountains of clothing, towels and cookware circled round the various departments, making walking feel more like a game of dodge-ball.

Doors opened at 10 a.m. Customers paid \$10 for tickets to the sneak preview. Ticket proceeds will go to local nonprofits, who were expected to take home more than \$160,000 from the

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LOCAL NEWS



Shoppers head up the escalator to the floor at Macy's during the opening on Saturday.

Bill Lovejoy/Sentinel photos

Macy's

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event. More than 16,000 tickets had been sold by Saturday.

Shoppers were elated they'd no longer have to drive to malls in San Jose, Santa Clara and Palo Alto to get the things they need.

"What I'm mostly excited about ... is clothing of a more professional nature, which has always been hard to find here," said Charlotte Lane of Scotts Valley.

Lisa Bird, a former Santa Cruz resident who now lives next door to Palo Alto's Macy's, said she'll still be coming to Capitola to buy her clothes.

"I actually prefer shopping here. There's less traffic and people are more relaxed," she said.

While women in search of clothing, shoes and makeup claimed the greatest number of shoppers, a lone male could be spied in the luggage or cooking ware departments every now and then. Dale Cooksey of Capitola, for example, came to buy a George Foreman grill.

"Capitola has outfoxed the city of Santa Cruz," was his pragmatic take of things. "This is big tax money to the city.

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CHARLOTTE LANE

I think it will be great for Capitola."

Jason Davis of Santa Cruz roamed the aisles of the store's dining department in search of a wedding present for his sister, who has already registered with Macy's.

"It's sort of like a different echelon of department store," he said. "Everything's nice."

Many shoppers hoped the store will help stimulate the local economy by keeping customers here and drawing others from Watsonville and Salinas, who might otherwise shop in Monterey.

Macy's will be open from 11 a.m.-7 p.m. until its grand opening, when hours will change to 10 a.m.-9 p.m. Monday through Saturday, and 11 a.m.-7 p.m. on Sundays.

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A shopper sizes up the merchandise at Macy's on Saturday morning.

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