

## O V E R V I E W

Payless, the retailer with a 60+ year heritage, celebrated the grand opening of its first, redesigned brick-and-mortar retail concept store in North America on March 8, 2021 in North Miami, FL.

The brand opened its doors to the 4,000-square-foot 850 NE 125th Street store, featuring roughly 10,000 footwear, apparel and accessories for Payless shoppers to peruse.

## R E S U L T S

TR helped in securing more than **12.7 million** media impressions



March 9, 2021

### Retail Roundup: Payless debuts new store design in Miami; CDB retailer opens on Lincoln Road



Payless is open at 850 N.E. 125th St. in Miami.

By **Matthew Arrojas** - Reporter, South Florida Business Journal  
Mar 8, 2021

#### Payless

The discount foot apparel chain opened its first store in the U.S. since filing for bankruptcy in 2019. The reimagined store design debuted March 1 in 4,000 square feet at 850 N.E. 125th St. in Miami. Payless moved its headquarters to Miami from Kansas last summer.



March 8, 2021

### A payless "step" from bankruptcy at the new flagship store in North Miami



North Miami, Florida - Payless is taking "measures" to open physical stores nationwide. It first opened in North Miami on Monday.

Jared Margolis, CEO of Payless Worldwide, said:

For over 60 years, the Payless store has provided families with affordable shoes.

"After all, she's a boss, so we want to take care of her mom," Margolis said.

The store's customer, Librada Modesto, said it's not cheap to wear shoes for a growing 16-year-old kid. She drove from Overtown and became one of the first to experience the new 4,000-square-foot space near 125 North Miami Street.

"I'm very excited about their return," Modesto said.



March 8, 2021

### Payless 'steps' back from bankruptcy with new flagship store in North Miami

Heat legend Alonzo Mourning considering partnership



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March 8, 2021



JARED MARGOLIS CEO PAYLESS WORLDWIDE