



The Keeneland Retail Team oversees an expansive retail and licensing operation encompassing two bricks-and-mortar locations, ecommerce operations, year-round brand marketing and creative collaboration, warehousing and race-day merchandising logistics, product development and inventory administration, and managing licensing and retail partnerships.

New retail spaces and product offerings introduced in 2019 by the Keeneland Retail Team further enhance the patron experience. A recent renovation to The Keeneland Shop, inspired by the history and traditions of Keeneland, changed the interior layout to better serve guests. Improvements include upgrades to the interior décor, a centralized point of sale, improved lighting, and digital displays to enable live streaming of races. The newly transformed shop also promotes service to those customers who take advantage of the “Shop & Drop” merchandise storage program offered race days.

“Upgrades to The Keeneland Shop, coupled with the growth of our shopkeeneland.com platform, are phases of our overall strategy to continually improve year-round service for Keeneland patrons and to present a unified commerce experience,” Keeneland Director of Retail Kyle Cassin said.

In addition to The Keeneland Shop, fans can browse satellite merchandise locations across the Keeneland grounds during the spring meet. Plans call for expansion of the popular Milliners Cor-



The Keeneland Retail Team oversees an enterprise that includes bricks-and-mortar stores and ecommerce. A recent renovation of the flagship Keeneland Shop enhances the customer experience.

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ner and partnership activations such as the Maker’s Mark Dipping Station in celebration of the Maker’s 46 Mile on April 12.

“New products available this spring include an all new assortment of custom children’s apparel with our partners at The Beaufort Bonnet Company, a second collaboration with Catstudio on a custom collection, and a number of items commemorating the 2020 Breeders’ Cup World Championships at Keeneland,” Merchandising Manager Jennifer Cutlip said.

Among the most anticipated events of 2019 is the spring opening of Keeneland Mercantile at the new City Center in downtown Lexington. Keeneland Mercantile will offer regionally made and locally sourced goods curated by Keeneland.

“These changes reflect the collective planning and execution efforts of the entire Keeneland Retail Team,” Retail Operations Manager Shannon Haynes said. “We are excited to share them with Keeneland fans.” **KM**