



## Target opens in Harlem

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by [Anna Sanders](#)

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After much anticipation and nearly a decade of lobbying, Target has finally brought its emblematic red and white bull's-eye to the isle of Manhattan.

Just last month, the Minneapolis-based discount retailer opened the doors to its brand new branch in East Harlem — a location the company says it has long sought after.

"Harlem embodies our values of community, diversity and being a good neighbor," Target spokesperson Raslyn Wooten said in a statement. "Target plays an essential role in every community we serve and our presence was long overdue on the island of Manhattan."

Among the store's features include a fresh produce section as well as several items inspired by the neighborhood and its culture.

"Merchandise in the Target East Harlem store is tailored based on shopping patterns and demographics of the neighborhood, but is designed to appeal to all New Yorkers," Wooten said.

The store will sell an exclusive Harlem Designer Collection clothing line, which features the work of Isabel and Ruben Toledo, Stephen Burrows and Chef Marcus Samuelsson, and will donate 5 percent of the profits from the collection to various non-profit organizations.

CAS sophomore Caitlin Link is excited about the new store.

"I love Target," she said. "It will be so nice not to have to travel two hours round-trip to go to the Target in Brooklyn."

And despite just discovering that such a branch existed, Gallatin sophomore Alison Christensen said she is thrilled.

"There's a new Target? This is the best news ever!"

*Target is located at East 116th Street and Pleasant Avenue.*