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Michaels opens new Alamo Ranch shopping center store

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Arts and crafts specialty store chain [Michaels Stores Inc.](#) will open a new store in San Antonio on the city's far West Side next week.

The new store will open at the new Alamo Ranch shopping center. This will be the company's 1,000th store in North America and sixth store in San Antonio. It will open Sunday, Sept. 14.

Michaels sells arts, apparel arts, bakeware, beading/jewelry making, art supplies, floral, framing, general craft, items for home decor, scrapbooking as well as yarn and needle crafts.

The new store opening in San Antonio represents a new look and expanded inventory for the company. The new store will feature a new logo and tagline that will be rolled out nationwide.

"We have done extensive consumer research that tells us our customers are looking to us for more creative inspiration than ever before," says Michaels Chief Marketing Officer Stuart Aitken. "We are looking at every department and every aisle to see how we can provide our customers with what they've told us they want."

Privately held Michaels is the largest specialty retailer of arts and craft supplies. The company is based in Irving, Texas and has \$3.3 billion in annual revenue.

Web site: www.michaels.com