

T.J. Maxx selling goods online

By Taryn Luna, Boston Globe

T.J. Maxx is finally back online.

Eight years after the off-price retailer's first Internet store fizzled – costing the Framingham company \$15 million – its new website went live Tuesday, selling women's clothing, accessories, shoes, and handbags.

“Last time, the website was kind of an afterthought,” said Jennifer Davis, a senior retail analyst with Lazard Capital Markets. “They didn't put the A-team they have now working on the site. This is a much more legitimate effort.”

But for all the company has at stake with Tjmaxx.com, the online store made a low-key debut, without any fanfare. Parent TJX Cos. – which has been working on the project for two years – previously said the site would be up by late fall. T.J. Maxx officials declined to provide any details prior to the site's launch.

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