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DIVE IN! MACY'S MAKES A SPLASH WITH CELEBRATE SUMMER CAMPAIGN

*Find the latest in fashion and home for the season's pool parties, beach days and road trips,
including a special I.N.C + Popsicle® collaboration*

New partnership with the Y benefits summer camp programs for kids

NEW YORK, NY – May 8, 2017 – The best season ever begins at Macy's, as the retailer kicks off its new Celebrate Summer campaign this May. Bringing together the best in fashion and home for pool parties, road trips and everything in between, the seasonal celebration also features limited-edition collaborations, CR by Cynthia Rowley and I.N.C + Popsicle®. Also this month, Macy's Fashion Pass benefits the Y's summer camp programs, and in-store events encourage customers to experience the best of summer in their local store.

I.N.C + Popsicle®

I.N.C International Concepts has partnered with The Original Brand Popsicle® for a limited-edition capsule, sold exclusively at Macy's. The bright and bold collection features playful prints inspired by the iconic Popsicle® brand and is comprised of women's, men's and young girls' clothing, as well as women's accessories. The collection is anchored by an all-over Popsicle® pattern that features artistic interpretations of favorite pop flavors like the Firecracker® and Creamsicle®, and brings summertime fun to life through fashion.

Pool Party and Beach Looks

Summer calls for beach-side and pool-side shindigs, and Macy's has everything you need to look fabulous. Rainbow-hued two-piece bathing suits and electric macramé one-pieces set the color setting to high for fun-in-the-sun adventures. Chic cover-ups with exuberant prints, tassels, and lace and cut-out details are statement-making staples that perfectly transition from day to night. Novelty tees with cheeky bon mots and cool patches layer perfectly with denim cut-offs and fray-hemmed jeans for when the sun sets. Finish off your festive looks with pompom-bedecked wicker purses and rhinestone-encrusted slides for an easy, breezy, yet funky take on summer style.

The pool float and novelty beach towel are must-haves for summer 2017, complete with fruit motifs and colorful graphics. Martha Stewart Collection and Lacoste feature plush beach towels with playful patterns such as pineapples, flamingos, ice cream cones, stripes and bold geometric designs.

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Road Trip Fashion

Concerts, festivals, diners, bazaars—all stops along a great summer road trip. For those seasonal jaunts, Macy's has all the looks to keep you comfortable, yet trendy throughout. Denim and tees are huge for the road tripper this summer, but with a twist. Updates to the Americana motif combine with patchwork and ripped-and-repaired denim to achieve an aesthetic perfect for the road.

CR by Cynthia Rowley

Macy's has partnered with designer Cynthia Rowley for a limited-edition line, CR by Cynthia Rowley. The high-spirited collection taps into the cheerful and vivacious essence at the core of the celebrated designer's eponymous brand. The limited-time collection is a celebration of summer that includes tops, skirts, pants, dresses and jackets rendered in wispy fabrics and fanciful prints to match the season. Perfect for beachside dates, rooftop fetes, and everything in between, the collection embraces Cynthia Rowley's signature joie de vivre that's perfect for the season.

You're Invited: The Best in Summer Entertaining

Whether hosting a summer block party or backyard bash, Macy's is the ultimate destination for everything summer entertaining this season. Tablescape will showcase an explosion of the color wheel this summer with bright candy hues. Fiesta offers place settings, open stock dinnerware and serving pieces in a full spectrum of colors – from cobalt and shamrock to scarlet and tangerine. These rainbow brights are sure to be a hit at summer gatherings, and are great for everyday use, too.

Melamine tableware is a must-have this summer and Certified International brings a wide assortment of dinnerware and serveware in vibrant floral and checkered patterns. Complete your table with acrylic drinkware by Martha Stewart Collection, including highball glasses and pitchers, which are a great choice for carefree entertaining. For those on burger, hot dog and kebab duty, grills by Char-Broil are a party essential for feeding a crowd, whether large or small.

To host a summer evening soirée in style, Thirstystone at Macy's offers a range of beautiful serveware, such as onyx marble cheeseboards with copper detailing, acacia wood and marble coasters, and wood serving boards with chevron patterns.

"Macy's Celebrate Summer campaign features all the must-haves for the season," said Roberson Keffer, Macy's vice president / Fashion Director for Home. "Melamine tableware, novelty beach towels and colorful dinnerware will highlight any occasion to entertain from indoor to out."

Macy's Supports Summer Camps

As part of Macy's Fashion Pass, the retailer will embark on a new partnership with the Y, one of the nation's leading nonprofits that provides programs and services in 10,000 neighborhoods nationwide, with a focus on youth development, healthy living and social responsibility. From Friday, May 19 to Sunday, May 21, customers can give \$3 at the register at any Macy's store or online at macys.com and receive a 25 percent off savings pass to get discounts all day (exclusions and restrictions apply). All donations will support the Y's camp scholarship program, which provides new experiences for kids, builds confidence and helps develop skills. Pre-sale of the savings passes will begin on Sunday, May 14 in store.

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Celebrate Summer at Macy's Stores

On Saturday, May 20, Macy's will host pool party events in select stores to celebrate all things summer and swim. Complete with positive vibes and playful activities, in-store parties will help customers discover their ultimate summer style and what home essentials they need to make summer parties special. For more information about Celebrate Summer events happening in your local area, visit macys.com/events.

For more information about Macy's fashion for the Celebrate Summer campaign, visit macys.com/trendreport. For details about Macy's partnership with the Y, visit macys.com/fashionpass.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 670 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$69 million each year to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About the Y

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 22 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

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