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IT'S TIME TO GET READY FOR FALL FASHION WITH MACY'S

Macy's Presents The Edit curates the fall season's key trends and newest essentials as selected by Macy's team of fashion experts and trend setters

NEW YORK, NY – September 6, 2017 – *Get Ready* for fall with bold prints, sharp silhouettes, luxe fabrics, to-die-for accessories, and fierce makeup from Macy's. Beginning this month, *Get Ready*, Macy's fall fashion campaign, introduces a breathtaking assortment of styles that will elevate our fearless shopper's closet as well as her attitude. A curated range of fashion-forward styles from innovative brands along with gasp-worthy collections created for Macy's by groundbreaking designers combine to ensure our fashion warrior steps out to take on her day in high style.

"This fall is about confidence and stepping out ready to take on the world," said Cassandra Jones, senior vice president of Macy's fashion. "With a dazzling assortment of the best clothing, accessories, and beauty products, Macy's shoppers won't just look amazing in the carefully curated items we've assembled, but they will feel extraordinarily self-assured each time they walk out the door. Getting ready has never been this fun."

Macy's Presents The Edit takes the guesswork out of rocking the season's hottest trends. A mix of fashion ideas and inspiration, The Edit is a collection of hand-selected items for our customers by Macy's Fashion Office. A group of style setters, the fashion team travels the globe to find and distill cutting-edge style, commission and collaborate with top designers on collections created for Macy's, and cull together the very best product from the world's runways and streets to refresh and transform the Macy's shopper's wardrobe. Presented in trend statements encompassing a variety of products for him, her and home, customers can also take guidance from the It List, a detailed selection of products within The Edit that are key for the season.

The Western trend gets a jolt of rock-and-roll for fall with re-invented denim leading the charge. Patches, fringe, studding, distressing, embroidery, and DIY mix to create declarative pieces for a country meets punk aesthetic. Partnering with iconic denim brand, Levi's®, Macy's is bringing this western vibrations movement to fashion lovers through Levi's® Limited, a special collection created for Macy's. Floral embroidery on jeans and denim jackets epitomize California whimsy, and patched denim from head to toe make a strong statement. The fringe series channels the Wild West and includes black and white denim with boho trim that moves with each stride. There's also the studded range for instant rocker edge. The

limited-edition Pinnacle Trucker jacket in Stud Muffin is the standout premium item — covered with thousands of shiny dome studs, this collector's piece is guaranteed to turn heads.

Offering an eccentric, glamorous take on western is legendary designer Anna Sui, who has partnered with I.N.C International Concepts to create a jaw-dropping collection for Macy's this fall. Known for her boundless creativity and unparalleled originality, Anna has applied her penchant for mixing vintage styling and of-the-moment obsessions to the Anna Sui x INC collection for a range that is declarative, daring and loads of fun. Get ready to spin, dance, kick, and hair-flip in wildly-printed dresses with long fringe, eye-popping tops with feminine prairie accents, vibrant floral-embroidered jackets, and sassy multi-hued miniskirts and flare-legged pants. Crystal-studded and embellished cowboy boots, mules, flats and handbags compliment magnificent chokers, broaches and a bevy of fabulous jewelry. Additionally, Sui curated a collection of her favorite pieces from I.N.C, aptly titled Anna Loves INC, which will be available at Macy's stores nationwide and on macys.com this fall.

Architectural silhouettes, intricate details, luxe fabrics, and sleek tailoring are the hallmarks of the modern muse trend. A high-fashion aesthetic translates to reworked men's-style shirting, dramatic sleeves and minimalist designs rendered in rich colors and lavish textiles. The sophistication of the look unveils the stoic power and confidence of our heroine as she gets ready to tackle her next challenge.

Championing this mood is contemporary designer Kobi Halperin who has created a stunning collection for Macy's, KOBI. The limited-edition capsule radiates a European sensibility that fosters a soignée approach to dressing. Elaborate lace adorns chic, off-the-shoulder tops and elegantly cut blouses. Sweeping cape sweaters, a statement shawl-collar coat, bell-sleeve jackets, and expertly tailored blazers are rendered in luxurious fabrics to magnificent effect. Skillfully draped dresses and a perfectly fitted jumpsuit skim the body and accentuate the waist without being overly body conscious for an easy elegance that is head-turning in its subtlety. Beautifully tailored pants round out the KOBI collection, and they receive the splendid treatments that are the sui generis hallmarks of the line. The collection boasts a rich color palette comprised of bordeaux, navy and black with pops of periwinkle, white and a cerebral print that adds depth.

With statement-making fashion comes statement-making beauty. This fall is about staying true to and celebrating yourself. Eye shadow is dark and smudgy, but also bright and precise, while the re-emergence of the strong red lip sees its counterpart in beautifully minimalistic makeup that highlights a single feature. With so many incredible trends, Macy's makes it possible to try them all with the Macy's Beauty Box. For \$15 a month, customers will receive five deluxe beauty samples selected by Macy's beauty experts, plus a bonus sample and a \$5 coupon to use in-store or on macys.com on their next beauty purchase.

The trends and themes of the season will come to life in a variety of Macy's advertising launching this week. Get Ready, the seasonal campaign, will debut a digital, 90-second commercial spot produced by Macy's and Figliulo & Partners, showcasing how a cross-spectrum of women use fashion to equip themselves to take on the world. The universal ritual of getting ready, trying on outfits until you find the one that makes you feel amazing, is how fashion empowers our everyday lives. Via digital, social, online, broadcast and print advertising, our customers will be able to interact with The Edit and the It List as our experts curate and style the season's hottest trends. From the perfect dress to the statement coat, to the glittery clutch and daring shade of lipstick, the Macy's fashion warrior will be inspired as they get ready to take on what fall brings.

Need help navigating all the fabulous offerings? In-store customers can take advantage of MyStylist@Macy's, the personal shopping service that's fun, fast and free. Shoppers on the go can download our free, best-in-class mobile app allowing them to interact with The Edit, take a pic of their favorite items featured in Macy's advertising, then go directly to purchase that product on their mobile device; or visit macys.com/theEdit to learn more about the trends, get inspiration and shop the curated assortments that will let you take on the world in high style this fall.

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 \$54 million each year, plus 180,000 hours of volunteer service, to help make a difference in the lives of our customers.

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