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THE WORKSHOP AT MACY'S ALUMNI VERONA COLLECTION LAUNCHES ON MACYS.COM IN FEBRUARY

The modest clothing brand, featuring fashionable and modern dresses, pants, cardigans, tops and hijabs will be available on macys.com on February 15

NEW YORK, NY – February 1, 2018 – Macy's today announced the launch of Verona Collection, a modest clothing brand and 2017 graduate of The Workshop at Macy's, the retailer's minority- and women-owned business development program founded in 2011. Available on macys.com beginning Feb. 15, Verona Collection will feature a curated selection of versatile, ready-to-wear pieces including dresses, tops, cardigans, pants and hijabs in a variety of colors and fabrics.

"Verona Collection is more than a clothing brand. It's a platform for a community of women to express their personal identity and embrace fashion that makes them feel confident on the inside and outside," said Lisa Vogl, founder of Verona Collection. "Macy's has been an amazing partner, helping us strengthen the foundation of our business through The Workshop at Macy's and now introducing our brand to their consumers through this collaboration."

Inspired by her personal experience looking for fashionable and modest clothing, standout pieces include maxi dresses, versatile cardigans and hand-dyed hijabs. Accented with asymmetric buttons, the maxi dress is a modern take on a timeless classic and cardigans come in sleeveless and full sleeve styles for layering-look options. The hijabs are hand-dyed in versatile fabrics making them perfect for any occasion.

"Through The Workshop at Macy's, Lisa shared her vision to create a collection that speaks to a community of women looking for a solution to their fashion needs," said Cassandra Jones, senior vice president of Macy's Fashion. "Verona Collection offers a unique and understated elegance through everyday essentials designed for versatility and comfort, and through our partnership, we can better serve our customer looking for modest fashion."

The Workshop at Macy's is conducted annually and represents a foundational element of Macy's commitment to vendor diversity. May 2017 marked the seventh year of the program, as well as the continued creation of a viable pipeline of enterprises that will grow to become successful partners with Macy's, Inc. and other retailers.

“Through The Workshop at Macy’s, we want to nurture and support minority- and women-owned businesses to build their capabilities and become the next generation of retail partners,” said Shawn Outler, Macy’s executive vice president - Licensed Businesses, Food Services and Multicultural Initiatives. “We are truly encouraged by the successes of our graduated businesses, including Verona Collection, and look forward to hosting a new class of participants this spring.”

Macy’s has long been recognized for its commitment to fostering the promotion, growth and development of its vendor resources. In 2016, Macy’s purchases from minority- and women-owned businesses totaled more than \$1 billion – surpassing the billion dollar mark for the third year in a row, including purchases from The Workshop at Macy’s graduates.

Verona Collection ranges in price from \$12.95 to \$84.95 and will be available on macys.com beginning February 15.

For more information about The Workshop at Macy’s, visit macysinc.com/workshop.

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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, 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.

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