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CUPID'S ARROW POINTS TO MACY'S THIS VALENTINE'S DAY

Loved ones will adore special gifts found at Macy's stores and on macys.com

NEW YORK, NY – February 8, 2017 – Show that special someone your love and appreciation this Valentine's Day with heartfelt gifts from Macy's. By offering an array of irresistible items from the hottest designers and brands, Macy's has the perfect gifts to make loved ones swoon. From now through Valentine's Day, shop Macy's stores nationwide and online at macys.com for apparel, jewelry, cosmetics and fragrances that are sure to surprise and delight.

"At Macy's, it's easy to find unique gifts with a personalized feel this Valentine's Day," said Cassandra Jones, senior vice president of Macy's Fashion. "Shop for a loved one or yourself – our extensive assortment features a variety of items, from luxe and romantic to flirty and fun. Or, if you need a little extra help, find inspiration from our Valentine's Gift Guide at macys.com/gifts. Once there, you can search for ideas in various categories, including gifts curated by Macy's Fashion Directors, The Celebrate Shop or even by price point."

Macy's makes it easy to shop gifts from the heart for friends and significant others. Find Cupid-approved items from ban.do such as a duffle bag with heart graphics and playful drink tumbler labeled "Love Potion." Intimates from the Thalia Sodi collection will spark romance in comfort and style. Add a throwback photo to a heart and arrow frame for a thoughtful gift that can be enjoyed for years to come. Michael Kors watches for her and Movado Bold watches for him prove your love together is timeless. Simple and sweet Kate Spade Heart and Arrow ear pins are a treat for your girlfriend or best gal pal. Macy's is also the ultimate destination for tech gifts such as the Fitbit Flex 2 Fitness Wristband and Polaroid camera and printer.

There are even more ways to gift your love with hot items at every price from Macy's, including:

- MICHAEL Michael Kors Mercer Large Convertible Tote, \$298
- ½ ct. t.w. Diamond Bangle in Sterling Silver, \$650
- Godiva Plush Bear with Chocolates, \$25
- Heart Umbrella, \$28
- Kate Spade New York 'Kiss Me, You Fool' Hinges Bangle, \$78
- Apple Watch Series 2 Rose Gold-Tone Aluminum Case with Pink Sand Sports Band, \$369
- Anne Klein 4-Piece Boxed Set with Crystal-Accented Rose Gold-Tone Watch and Bangles, \$175
- Ray-Ban Gold-Tone Frames with Gray Mirrored Lenses, \$175

- Needlepoint 'Swipe Right' Decorative Pillow, \$30
- Wacoal Embrace Lace Bralette, \$38; and Matching Bikini, \$27

Visit Macy's exclusive, new gifting destination, The Celebrate Shop, filled with unique and whimsical gifts for everyone. Shop [macys.com/gifts](https://www.macys.com/gifts) to view a full assortment of loveable items for Valentine's Day, including picks from Macy's Fashion Office, "Gifts Under" and all the best "To Me From Me."

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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](https://www.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](https://www.macys.com/pressroom).