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**AVEC LES FILLES BY JOYCE AZRIA,
NOW AVAILABLE AT MACY'S**

*The contemporary lifestyle brand, featuring beautifully tailored,
French-inspired separates and dresses, is available at more than 150 Macy's stores
and on macys.com*

NEW YORK, NY – March 15, 2017 – AVEC LES FILLES, now available at Macy's, is a contemporary lifestyle brand created by fashion industry favorite Joyce Azria for the self-assured and stylish woman. French for “with the girls,” AVEC LES FILLES connects an achievable price point with aspirational design for a line that hits the millennial woman's sartorial sweet spot. The new brand is Azria's journey into the “dress code” of the inspired millennial, and aims to redefine how women express themselves and explore the world through the lens of fashion.

“I've always been acutely aware of who the millennial customer is and how her shopping habits have evolved over time,” said Azria. “AVEC LES FILLES is uniquely positioned to bring a relevant and fashionable collection of lifestyle products in the spirit of today's shopper, and I am grateful to be bringing my vision to life with the power of Macy's.”

The stunningly constructed collection embodies a playfully sophisticated French aesthetic—think '70s Parisian chic with California ease for a range that is equal parts confident, sexy and feminine. Soft tailoring, smart separates, and a sophisticated color palette combine for an effortlessly hip, gamine look.

“Joyce Azria had incredible vision as she steered BCBGeneration in a direction of success defined by enviable designs,” said Cassandra Jones, senior vice president of Macy's Fashion. “With AVEC LES FILLES, Joyce is bringing a collection tailor-made for the modern woman—it's a range of classic, versatile pieces imbued with innovative treatments. Its ease of wear is as impressive as the breathtaking design, and we're thrilled to bring her fresh, cutting-edge vision to the Macy's customer.”

Menswear-inspired shirting is accented with femme ruffle details while overalls receive a chic update rendered in luxurious fabrics. Lattice-work bodices, bomber jackets in opulent textiles, and embellished cold-shoulder tops add a formal touch to sportswear, while jersey dresses with knot details, silk hoodies, and cropped sweatshirts with satin ties offer an elevated take on the popular

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athleisure trend. Rounding out the collection are outerwear-inspired sleeveless maxi dresses, versatile shift dresses, and plissé tops that highlight the Rive Droite-cum-Malibu sensibility that defines the AVEC LES FILLES aesthetic.

The collection retails from \$38 to \$595, and is available at more than 150 Macy's stores and on macys.com.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at 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.

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