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MACY'S EXPANDS FITNESS BRAND TO MEN WITH ID IDEOLOGY

The affordable activewear line has been extended with a collection of stylish performance gear for everyday athletes available exclusively at Macy's stores and on macys.com

NEW YORK, NY – January 25, 2017 – Macy's today announced an expansion of the retailer's popular Ideology activewear line with the launch of ID Ideology, a men's collection available exclusively at 250 Macy's stores and online at macys.com. ID Ideology is a line of performance clothing that embraces all those who are committed to putting in the time, effort and sweat toward reaching their goals, and the marketing campaign features several incredible men who have done just that. Obstacle course junkies, circuit trainers, runners, cyclists, and even those guys just getting back on a gym regimen, all have the dedication to be considered athletes in their own right, and ID Ideology has everything they need to perform at their best.

"It's not only professional athletes who inhabit fields, courses and tracks," said Nancy Slavin, senior vice president of Macy's Private Brands Marketing. "People who work in offices, coffee shops, hospitals, schools, and everywhere in between are committing to their health and wellness, and are working out to reach their goals—that makes them athletes. With ID Ideology, we are getting them out of their old t-shirts and shorts, and into performance gear that will help take them to the next level."

ID Ideology is about action and motion, and the pieces in the collection are designed to maximize performance under all conditions. The range includes sleeveless, short- and long-sleeved tees, training shorts, running leggings, as well as track jackets and track pants. Select pieces are equipped with technology to facilitate and enhance the execution of dynamic movement—RapiDry technology, 4 Way Stretch, ventilation, water resistance, reflective panels, and body mapping in high sweat rate regions allow every man to be the best athlete he can be, rain or shine, day or night. The assortment also includes tech hoodies and joggers, as well as lightweight shell jackets that are wind and water resistant, as well as breathable and durable. These pieces round out a complete activewear wardrobe that can handle a workout, and easily be incorporated into his everyday attire.

The design of the pieces is modern and calls to mind a city-dwelling warrior. The seaming is architectural and elongates the body, while a sharp and tight color palette of white, grey and black, with jolts of blues and reds tie each piece into a unified collection. Digital camouflage and engineered ombre prints, along with linear embossing gives the line a bold yet urbane aesthetic that projects strength. The days of wearing worn-out clothing to the gym are over; ID Ideology has the pieces to make men look and perform like the athletes they are.

ID Ideology encourages men to tap into their potential to accomplish the seemingly impossible. The marketing campaign “Accepting All Athletes” can be followed on social media and highlights people who have worked hard to reach their goals. One inspiring individual featured in the ID Ideology campaign is Redmond Ramos, a former Navy Corpsman combat medic with the Marines who lost his left leg while serving in Afghanistan. Undeterred by his injury, Ramos took the challenge and turned it into an opportunity, pushing himself to medal at the Warrior Games an astonishing 11 months after losing his leg. Ramos has also won medals at the Invictus Games and Endeavor Games, and was the inaugural champion of CBS Sports’ Triumph Games. Joe Moravsky, a 27-year-old meteorologist from Sherman, CT, is a top athlete of NBC’s “American Ninja Warrior” and Esquire Network’s “Team Ninja Warrior.” Moravsky’s determination, strength and commitment are hallmarks of ID Ideology, and he represents the everyday athlete in all of us. Working as a weatherman, Moravsky also teaches gymnastics and parkour, all while balancing being a father and husband. Isaiah Rivera is a 19-year-old student at the University of Central Florida who doubles as a professional basketball dunker. Rivera’s impressive and jaw-dropping dunks are the result of hours of practice and conditioning to fine tune and perfect his skills. All three men have unique backgrounds and are prime examples of ID Ideology’s core belief that everyone has a titan within.

ID Ideology extends the already existing Ideology line of popular women’s, plus-size and girls’ affordable activewear. Product from the ID Ideology collection is priced from \$25 to \$70, and available at 250 Macy’s stores and on macys.com.

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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 734 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.