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MACY'S PARTNERS WITH CYNTHIA ROWLEY FOR HIGH-SPIRITED EXCLUSIVE SUMMER COLLECTION, CR by CYNTHIA ROWLEY

The limited-time collection features playful prints, flirty separates, and a carefree, summer-ready mood, and will be available at 149 Macy's stores and on macys.com

NEW YORK, NY – May 9, 2017 – Macy's today announced the release of CR by Cynthia Rowley, an exclusive new limited-time collection that taps into the cheerful and vivacious essence at the core of the celebrated designer's eponymous brand. Officially available in mid-May, the collection is a celebration of summer and includes tops, skirts, pants, dresses and jackets rendered in wispy fabrics and fanciful prints to match the fun of an incredible summer.

"All my favorites for a wardrobe as fresh as the season," says Cynthia Rowley of the new exclusive collection.

With a bohemian flair, the collection is carefree and easy, and can be dressed up or down, keeping up with any summer explorer's many adventures. The collection's lightweight tops in bold colors and prints will become wardrobe staples. Beachside dates, rooftop shindigs, surf lodge bashes—the CR by Cynthia Rowley collection has all the pieces she needs to live her best life through every moment of the season.

"Cynthia Rowley is renowned for her whimsical and feminine approach to fashion," said Stephanie Muehlhausen, Macy's vice president/ fashion director. "She has created amazing collections that are at the same time joyful, stylish and trendy, while remaining versatile. Everyone looks forward to summer and we're excited to bring an exclusive collection to our customers with Cynthia Rowley's signature joie de vivre that's perfect for the season."

Celebrate summer with the exclusive collection, available now on Macy's mobile app and macys.com. The line ranges from \$79 to \$179, and will be available in 149 Macy's stores beginning May 15.

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 \$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.

About Cynthia Rowley

Cynthia Rowley is a leading global lifestyle brand sold in branded collection boutiques, as well as in department, specialty, and online stores worldwide.

The Cynthia Rowley brand currently includes its ready-to-wear collection with additional categories including swimsuits, wetsuits, beauty, jewelry, fragrance, leg wear, stationery, tech accessories, Rowley Eyewear featuring collections for both men and women, handbags, home furnishings, and a fitness collection including bags and fitness accessories.

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