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CONTACTS: Julie Strider, Macy's Media Relations
646-429-5213; julie.strider@macys.com

LUCKY BRAND HOME ARRIVES AT MACY'S FOR FALL 2017

*The new bedding collection, created for Macy's,
available now on macys.com, launches in 100 stores on September 15*

NEW YORK, NY – August 24, 2017 – Today, Macy's and Lucky Brand announced the launch of Lucky Brand Home, a new bedding collection created for Macy's. The line offers a full range of duvet covers, comforters, hand-crafted quilts, sheet sets, throws and decorative pillows in a relaxed and free-spirited aesthetic, available now on macys.com and in 100 Macy's stores beginning Sept. 15, 2017.

"In collaboration with the Lucky Brand design team, we focused on the idea of effortless style and vintage textiles, while also keeping in mind the tradition and aesthetic of the heritage collection," said Roberson Keffer, vice president and Home fashion director for Macy's. "We are particularly proud of the craftsmanship behind the line. From tassel details in the throws to the intricate embroideries of our quilts, Lucky Brand Home looks beautiful in any space, but is also easy to care for and style."

The collection will launch with five top-of-bed offerings, each as three-piece sets that include a duvet cover or comforter and two shams. The bedding ranges from rich, indigo hues in the Sienna set to the neutral tones of Ventura Waffle and Santa Fe Stripe. Designed to layer seamlessly, Lucky Brand Home also features 100 percent cotton quilts, throws and coverlets, and decorative pillows distinct with texture that are crafted in a range of techniques.

With a rich history beginning in Southern California in 1990, Lucky Brand embodies the authentic, all-American spirit, grounded in vintage-inspired denim. Now, with the introduction of home, the Los Angeles-native company has become a true lifestyle brand, offering the customer a piece of the SoCal experience from their wardrobe to their bedroom.

"We are very proud of our collaboration with Macy's and the creation of the first home collection for our brand. The new collection is rooted in our brand heritage and the West Coast casual lifestyle. The line is beautiful, the style is highly differentiated and the quality of every product is amazing," said Carlos Alberini, CEO of Lucky Brand. "The Macy's team, working closely with our design team, has done an incredible job in bringing the vision of a Lucky Brand Home Collection to life with impeccable taste and great authenticity. We see this launch as an important brand extension of our product offering to support the active lifestyle of our customers."

Ranging from \$80 to \$330, Lucky Brand Home is available now at macys.com/LuckyBrand and LuckyBrand.com. Product will be introduced in 100 Macy's stores beginning Sept. 15, 2017.

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 \$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.

About Lucky Brand

Staying true to the rich heritage – and authentic, all-American spirit – of denim, Lucky Brand began crafting great-fitting, vintage-inspired jeans in Los Angeles in 1990. We gave them their distinctively Lucky look by literally putting them through the wringer – ripping, fraying, sanding, patching and washing by hand – to give them true character and soul. Then, we added authentic hardware, personalized touches and playful details, and an American legend was born.

Our jeans are made for the free-thinker, the artist, the dreamer; they're made to dance, work, run, jump, and play (just like you). Our inspiration doesn't just come from the rugged workwear of denim pioneers, but from the free spirit and laid-back lifestyle of our Southern California roots. We find inspiration everywhere, from the secluded outlooks of Big Sur, to the old-school tattoo parlors of Venice and the beautiful beaches of Malibu. We reference music, art and photography — old and new — to create truly unique pieces that you'll wear over and over again.

Lucky Brand locations can be found all over North America – 251 stores (and counting) — as well as in select department stores, and online at LuckyBrand.com.

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