



FOR IMMEDIATE RELEASE

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

Billy Dumé, Macy's Media Relations
646-429-7449; billy.dume@macys.com

JILL JILL STUART CREATES THE ULTIMATE “IT” GIRL COLLECTION FOR MACY’S

The limited-edition spring line features bold floral prints, distinctive textiles, and eye-catching silhouettes, and will be available in 151 Macy’s stores and on macys.com in February

NEW YORK, NY – January 31, 2017 – Jill Stuart, known for her collections that marry feminine romanticism with downtown edge, has partnered with Macy’s to create JILL Jill Stuart, a limited-edition spring ready-to-wear line replete with wardrobe essentials for the girl with a packed social calendar. With creations worn within the fashion, socialite, and celebrity set, Jill Stuart’s coolly ethereal aesthetic has made her eponymous brand one of the most coveted in the industry. The JILL Jill Stuart collection that includes fanciful dresses and lightly structured tops, skirts, and pants, brings her unique point of view to Macy’s stores and macys.com in February.

“I’m so excited for this collaboration with such an iconic store as Macy’s is,” said Stuart. “It’s wonderful to be able to bring my clothes to the Macy’s woman. I can’t wait to see how she makes these pieces her own.”

A hallmark of the JILL Jill Stuart collection is the exquisite combination of beautiful floral prints and exceptional fabrics to create garments that are rich in texture and silhouette. Gardenia printed crepe is fashioned into breathtaking short and long dresses with cascading ruffles, while tops and dresses with accentuated shoulders and sleeves come to life in hibiscus printed bubble chiffon. Paper bag waist trousers and a moto jacket are rendered in chambray, while a jasmine printed version of the breathable textile composes a stunning ruffle-sleeved trench, tailored blouse, and corset crop top. Crisp, striped cotton tops, skirts and dresses offer a fresh take on the menswear infusion in womenswear, and classic eyelet gets new life in wrap skirts and sheer ruffled off-the-shoulder tops. The JILL Jill Stuart collection is lightly whimsical, yet architectural, and channels the ultimate Jill Stuart girl who is effortlessly trendy and always on the scene.

“Jill Stuart is rightly a favorite among the celebrity and scenester set, with covetable collections that are romantic and flirty with a modern, cool edge,” said Cassandra Jones, senior vice president of Macy’s fashion. “The beautiful collection she’s created for Macy’s is quintessentially Jill Stuart, a range of dreamy ‘It’ Girl pieces that we’re thrilled to share with our customers.”

The JILL Jill Stuart collection, priced from \$89 to \$199, will be available for a special pre-sale on Macy's mobile app and on macys.com beginning Feb. 1, and officially launches in 151 Macy's stores on Feb. 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 \$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 Jill Stuart

Jill Stuart, LLC is a women's RTW manufacturer based in New York City. The company, founded in 1993 by Jill Stuart and Ron Curtis, began with accessories and innovations such as the fashion backpack, cocktail mini dresses and plaid kilt skirts. Jill Stuart gained international renown with the movie, "Clueless," by designing the iconic kilt seen throughout. With a global following and over 300+ freestanding stores, Jill Stuart encompasses a worldwide presence with licenses from cosmetics, fragrance, jewelry, eyewear, timepieces to children's wear. The Jill Stuart flagship store is located in the heart of SoHo with www.jillstuart.com e-commerce established in 2016. Jill Jill Stuart was launched in 2013 as an offshoot of the Jill Stuart Brand specializing in eveningwear dresses that is sold across the country at all major retailers as well as international retailers.