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MACY'S LAUNCHES YYIGAL, AN EXCLUSIVE LIMITED-TIME COLLECTION BY DESIGNER YIGAL AZROUEL

*The new line of architecturally feminine blouses, dresses and jackets
is available now at 149 Macy's stores and on macys.com*

NEW YORK, NY – February 15, 2017 – Macy's today announced the release of an exclusive, new collection by famed designer Yigal Azrouel. YYIGAL, an architecturally-influenced, limited-edition line, embodies the sophisticated and feminine spirit of the Yigal Azrouel brand through signature tops, blouses, faux-leather motorcycle jackets, intricate dresses and a statement jumpsuit. YYIGAL is available at 149 Macy's stores and on macys.com today.

"YYigal represents the effortless style, cool confidence and modern sophistication that is at the core of my brand," said Yigal Azrouel. "From the intricate lace detailing and architectural silhouettes, to the delicate draping that has become signature to my design; each piece was created to stand out and make the wearer feel empowered. This is my first collaboration with Macy's, and they've been an incredible partner in helping bring my point-of-view to their customers."

The dynamic line taps into the core aesthetic of Yigal Azrouel's design DNA—as it combines delicate draping with expert construction, resulting in a collection that is fresh and modern, but also exudes the timelessness inherent in high style. Vivid prints are rendered in a refined color palette of black, white and blush, and lace embellishments, inserts and bodices are new and edgy interpretations of the traditionally hyper-romantic and feminine fabric.

"Yigal Azrouel is an iconic New York designer known for his impeccable attention to detail and designs that make women look and feel amazing," said Cassandra Jones, senior vice president of Macy's Fashion. "He is a master at drawing inspiration from his various interests in travel, architecture, and of course, New York City, and creating breathtaking clothing that speaks to the modern woman. We're bringing this seasoned, fashion-first practical approach to every day dressing to the Macy's customer in a new way through this collection, and she's going to love it."

The pieces are reflective of Azrouel's New York roots and global vision, and thoroughly embody today's woman and her life. The clothing is bold and powerful, yet sophisticated and continental, and clean silhouettes make for easy wearing, day-to-night dressing. The effortlessly cool collection projects confidence, style and an ultra-chic urbane flare.

The exclusive, limited-edition collection retails between \$69 and \$199, and is available in 149 Macy's stores and on macys.com.

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About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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.

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