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MACY'S TEAMS WITH CONTEMPORARY DESIGNER KOBI HALPERIN FOR LUXE, HAND-CRAFTED COLLECTION, KOBI

The limited-time collection includes blouses, sweaters, dresses, jackets, jumpsuits, pants and more, and will be available at 149 Macy's stores and on macys.com August 15

NEW YORK, NY – August 8, 2017 – Macy's today announced the release of KOBI, a limited-time collection created for Macy's by contemporary designer Kobi Halperin, whose eponymous line has caught the fashion world by storm with its crafted artisan details and modern femininity. Imbued with soft silhouettes and intricate embellishments, the collection created for Macy's officially available in stores and online Aug. 15 inspires women to celebrate getting dressed every day.

"The best part about being a designer is seeing the customer try on a piece and watching her body language completely change," said Halperin. "I love how my collection has the ability to bring out both confidence and femininity, and I am excited to be able to share that with the Macy's customer with this capsule collection I designed exclusively for them."

The KOBI collection emanates a European sensibility that fosters a soignée approach to dressing. Elaborate lace adorns chic off-the-shoulder tops and elegantly cut blouses. Sweeping cape sweaters, a statement shawl-collar coat, bell-sleeve jackets, and expertly tailored blazers are rendered in luxurious textiles to magnificent effect. Skillfully draped dresses and a perfectly fitted jumpsuit skim the body and accentuate the waist without being overly body conscious for an easy sophistication that is head-turning in its subtlety. Beautifully tailored pants round out the KOBI collection, and they receive the breathtaking treatments that are the sui generis hallmarks of the line. The collection boasts a rich color palette comprised of Bordeaux, navy and black with pops of periwinkle, white and a cerebral print that adds depth.

"The KOBI collection embodies the bespoke-level attention to detail Kobi Halperin has become known for," said Cassandra Jones, senior vice president of Macy's fashion. "Every piece in the collection is incredibly special and serves to elevate the wearer and her wardrobe. The heart of this collection lies in making aspirational style accessible, and Kobi Halperin has delivered that to our customer in spades."

Available on Macy's mobile app and macys.com, the KOBI collection ranges from \$79 to \$299, and will officially launch in 149 Macy's stores August 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 Kobi Halperin

Kobi Halperin, a veteran in the industry, launched his namesake collection in 2015, after serving as Creative Director for 20 years at numerous fashion houses. The label embodies a European sensibility and is recognized by its crafted artisan details and modern femininity. In its first season, the collection was picked up by Neiman Marcus, Saks Fifth Avenue, Bloomingdale's, Nordstrom, Lord & Taylor, Shopbop and a select distribution of specialty stores. The collection today is accredited to being an aspirational yet accessible label that bridges the gap between timelessness and trend. In addition to continuing to build a dynamic brand with a global reach through smart design and a distinct point of view, Kobi also dedicates his time to mentoring and developing the future of fashion and is an active member of the CFDA.

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