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FRESH SPRING FASHION BLOOMS AT MACY'S

The hottest trends curated by Macy's Fashion Office are available now through Macy's Presents The Edit

The spring 2018 campaign, Find the Remarkable You, encourages women to dress up to feel inspired and empowered

Macy's is partnering with Wendy Nguyen from Wendy's Look Book, as well as micro-influencers, for the Instagram Live hack on March 14; the #FINDREMARKABLE Instagram thread motivates women to find their own style

NEW YORK, NY – March 13, 2018 – Spring is a time of growth and renewal, and often the start of good times and great weather. Macy's assortment of fashion, accessories, and beauty for spring 2018 brings together themes of evolution and happiness, featuring a wide array of contemporary silhouettes, color schemes, and unique detailing, in addition to modern reinterpretations of wardrobe classics. Curated by Macy's Fashion Office experts, these trends can be explored in [Macy's Presents The Edit](#), where customers can find a mix of fashion ideas and inspiration. In keeping with the theme of revitalization, Macy's spring 2018 campaign, [Find the Remarkable You](#), shows how women can use fashion not only to elevate their appearance, but also highlight and enhance their inner strength and confidence. As part of the campaign, Macy's Instagram activations #FINDREMARKABLE and Live hack will help customers put together amazing outfits with their favorite influencers and Macy's stylists.

"Spring is an excellent time to update your wardrobe to reflect the freshness and fun of the season," said Cassandra Jones, senior vice president of Macy's Fashion. "From minimalist designs rendered in sun-washed pales and charming florals to reimagined applications of stripes and utilitarian details, we've culled together a truly inspired assortment of clothing, accessories, and beauty that will reenergize our customers to make them look and feel remarkable. In our spring fashion campaign, we show just how empowering and transformative fashion can be! We're excited to have our customers find the best version of themselves with their favorite influencers through our unique #FINDREMARKABLE and Live hack Instagram programs."

Macy's spring 2018 campaign, Find the Remarkable You, brings the trends and themes of the season to life. A 90-second commercial spot produced by Macy's agency, BBDO New York, which launched on March 11 and runs through April 7, encourages women to do more than just dress to look their best.

It inspires them to feel galvanized by what they wear, to find their most remarkable selves. It tells the action-packed story of six different women who are startled when they are faced with another version of themselves. To drive this story, the film is accompanied by an orchestral score of the 1970s hit song “One Way or Another,” as we follow each of these women chasing their alternate selves. In doing this, the lyrics are turned into a powerful statement sung by each woman as they engage in their chase.

To further drive the conversation, Macy’s is partnering with Wendy Nguyen from Wendy’s Look Book, along with other influential fashion personalities, in the Instagram Live hack on March 14. Together with Macy’s SVP of fashion, Cassandra Jones, Wendy will help people find the most remarkable version of themselves by hacking Live Share, a new feature on Instagram Live Video that lets two people live stream a video at the same time. The live hack will allow Macy’s followers to find inspiration as Nguyen and Jones match selected items from influencer closets with spring fashion from Macy’s. As they talk about the outfit, people will get great fashion advice that helps them find the most amazing version of themselves.

Macy’s is also tapping Instagram favorites for the #FINDREMARKABLE thread. Macy’s will provide influencers with the same article of clothing, such as the perfect spring dress. Each influencer will then take the dress and make it their own, in their style, using Macy’s clothing and other accessories. They will then tag the next influencer and challenge them to do the same, creating a journey through all the style possibilities that can be inspired by the same dress. Macy’s will encourage all stylish women to join the fun and show us what they can do with the dress, inspiring women everywhere to find their own remarkable style.

Spring Trends

This season, a refreshed palette of pinks, lilacs, yellows, and blues breathes new life into minimalist and architectural shapes. Tops, dresses, and third pieces featuring voluminous sleeves and asymmetrical details are rendered in exquisite sun-washed pales for a brilliant marriage between austerity and romance. Crisp shirting in stripes and checks are deconstructed and dramatized for a unique iteration of the menswear for women trend. Shirdresses are statement-making with color-blocked stripe patterns and exaggerated ruffles, and utilitarian details like drawstring sleeves and belts on poplin tops and skirts are unexpected and chic. The utilitarian elements also drive basics forward with elevated functional features like cargo pockets, snap closures, and grommets. Denim is redone with new light washes, appliqués, ruffle details, and patchwork that pushes the boundaries on the ways it can be worn. Accompanying these looks are forward-looking accessories—statements earrings take on the shape of flowers and are rendered in rose gold bedecked with pearl and crystal embellishments. Handbags and shoes are structured and also receive checkered, pastel, and stripe treatments, with pink leading the charge.

Perfectly representing the ethos of the season is Macy’s partnership with Jill Stuart, whose designs embody a modernistic approach to romance and is a favorite among industry “It” girls. Created for Macy’s, the JILL Jill Stuart collection is lightly whimsical, yet architectural and includes fanciful dresses and gently structured tops, skirts, and pants. Resplendent prints and textiles abound in the collection with gardenia-printed crepe, hibiscus-printed bubble chiffon, and jasmine-printed chambray worked into sharply silhouetted, eye-catching pieces epitomizing Jill Stuart’s coolly ethereal aesthetic.

Spring beauty also emanates modern freshness and looks run the gamut, but with an overarching glow factor. Black eyeliner has taken a dramatic turn, with thick application around both lashlines trending, and metallic makeup in all shades is applied both subtly and boldly. Ultra-highlighted skin is a massive makeup movement, with holographic and gold-tone shades at the front of the pack. With so many covetable trends, Macy’s makes it possible to try them all with the Macy’s Beauty Box. For \$15 a month,

customers will receive five deluxe beauty samples selected by Macy's beauty experts, plus a bonus sample and \$5 coupon to use in-store or on macys.com on their next beauty purchase.

Need help navigating all the extraordinary offerings? In-store customers can take advantage of MyStylist@Macy's, the personal shopping service that's fun, fast, and free. Shoppers on the go can download the free, best-in-class mobile app allowing them to interact with The Edit, take a pic of their favorite items featured in Macy's advertising, then go directly to purchase that product on their mobile device; or visit macys.com/theEdit to learn more about the trends, get inspiration, and shop the curated assortments that will make you shine this spring.

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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 44 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.

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