



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

MACY'S AND SACHIN & BABI JOIN FORCES FOR DECADENT HOLIDAY COLLECTION, SB BY SACHIN & BABI

The glamorous line created for Macy's by husband and wife design team Sachin & Babi Ahluwalia features resplendent textiles and superb craftsmanship, and is available in 149 Macy's stores and macys.com in November

NEW YORK, NY – October 31, 2017 – Sachin & Babi Ahluwalia, known for producing stunning pieces through their eponymous line that has redefined eveningwear, have created a dazzling collection for Macy's that makes dressing up fun, easy, and empowering this holiday season. With close attention to detail and high fashion artistry, SB by Sachin & Babi goes beyond traditional special-occasion wear with a selection of breathtaking dresses and gowns, stylish statement jackets, and mix-and-match tops, skirts and pants. Fans of the new collection can preview the line on macys.com beginning Nov. 1, prior to the official launch in stores on Nov. 15.

"The collection was inspired by New York City nightlife, and its captivating energy and optimistic spirit," said Sachin Ahluwalia. Babi Ahluwalia continued, "The collection combines classic evening wear elements with 50 shades of shine, each piece makes a statement offering powerful women the promise of elegance."

The SB by Sachin & Babi collection is irresistibly radiant, channeling the electrifying energy of a fabulous night on the town. Party-ready dresses, gowns, and separates are rendered in eye-catching and sumptuous fabrics, and the silhouettes are sharp, highlighting the superb tailoring and construction within each garment. Unexpected details are particular highlights of the collection—a gold brocade mini dress features a bustle as well as mesh detailing at the décolletage and a strip of sequins at the hem. A silver skirt, also in brocade, has a subtle animal print along with velvet trim, and has an accompanying blazer. Sequins are employed masterfully and in unique ways, with a bomber jacket boasting striped sequined sleeves, and a lace box top is elevated through a striped sequined body. Sachin & Babi's famed embroidery skills and techniques run throughout the collection as well, with delicate organza and lace blouses, dresses, and skirts adorned with exquisite blue floral embroidery. SB by Sachin & Babi combines uptown chic with downtown exuberance for a collection that is perfect for all the It Girl's fetes this holiday season.

"Sachin & Babi have made names for themselves through their beautifully crafted statement pieces women wear in their most important moments," said Cassandra Jones, senior vice president of Macy's

fashion. “Their refinement and cultured sensibility set them apart and we’re thrilled to have partnered with them to bring the artistry of their bespoke clothing to the Macy’s customer for their holiday celebrations.”

SB by Sachin and Babi, available on macys.com beginning Nov. 1, will officially launch in 149 Macy’s stores on Nov. 15, and is priced from \$99 to \$299.

#

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 Sachin & Babi

Sachin & Babi Ahluwalia founded their eponymous label in 2009 in a quest to redefine eveningwear. Both native to India, the couple first gained recognition in New York by designing and manufacturing embroideries for the city’s renowned couture houses. While passionate about their work, the duo longed to connect directly with their customer. Motivated by the needs of well-informed women who choose to live full lives, the designers pioneered a category of beautifully crafted feminine statement pieces that support women in their most important moments. With a deep commitment to quality and respect for their clients, Sachin and Babi produce most of their collection in their family owned factory in Mumbai to ensure high fashion craftsmanship at attainable luxury. Rich in culture, history and sensibility the Sachin & Babi label proudly brings the artistry of bespoke clothing to ready to wear.