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CONTACTS: Radina Russell, Macy's
646-429-7358; radina.russell@macys.com

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

MAKE YOUR LIST AND CHECK IT TWICE, MACY'S HAS EVERYTHING YOU NEED THIS HOLIDAY SEASON

From new brands and technology to an updated reservation system at Herald Square Santaland in New York City, Macy's makes life easier this holiday season

Plus, shop hundreds of the hottest Black Friday specials beginning at 5 p.m. in most stores and all day at macys.com on Thanksgiving, November 23

NEW YORK, NY – November 2, 2017 – This holiday season, make your list and head to Macy's to find the best new brands and tech gifts galore, look your best for every occasion and make sure your home is company-ready. Plus, Macy's will open most full-line department stores at 5 p.m. on Thursday, Nov. 23. Customers who want to begin their holiday shopping on Thanksgiving Day will find hundreds of Black Friday specials in store and online at macys.com.

New Brands

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 now, prior to the official launch in 149 stores on Nov. 15.

BS by Blake Shelton, a new apparel line by the country superstar now available at select Macy's stores and on macys.com, includes long-sleeved button-down shirts, thermals and jackets, evoking a casual country vibe while remaining stylish and sophisticated. The BS by Blake Shelton collection focuses on layering, with complementary items easily worn with each other or as separates. The color palette of reds, blues, greens and browns anchors a collection of items that will become instant wardrobe staples. Subtle details are highlights of the range — plaids are updated with a washed, marbled finish, while jackets and a vest boast fine tailoring, intricate seaming and elevated zipper and pocket details.

Macy's and FAO Schwarz are bringing together two of the most iconic brands synonymous with special gifts and memorable experiences, calling on kids everywhere to return to wonder this holiday season. The

legendary toy store has created a magical collection of toys, games, stuffed animals, puzzles, and more that will leave kids gleeful and awestruck on Christmas morning.

Samsung Experience Shop at Macy's Herald Square

Just in time for the holidays, Macy's launched a unique Samsung experience at the retailer's flagship location in New York City. Customers shopping the main floor at Macy's Herald Square will be able to explore and purchase a range of Samsung products, including an assortment of the most innovative technologies in virtual reality, tablet, smartphone, wearable, the Family Hub refrigerator, QLED television, home audio and smart home categories.

b8ta Launches at Macy's Herald Square

For the innovation lover, an 800-square-foot b8ta store is now open at Macy's Herald Square, a destination for customers to discover the latest products available on the market today. b8ta is a software-powered retailer designed to make physical retail more engaging and accessible for all. Offering the latest product innovations from some of the world's most creative companies, the store-within-a-store concept brings in leading-edge brands that offer unique solutions and improvements to everyday life.

Virtual Reality Furniture in Store

This season, gift yourself the perfect furniture for entertaining friends and family, through Macy's introduction of virtual reality visualization into select locations in Paramus, NJ, and Miami. An interactive experience enables customers to virtually furnish their living spaces using 3-D furniture items via iPad application. Using a virtual reality headset, customers can then immerse into their living spaces.

Macy's Santaland at Herald Square

Beginning Nov. 24, as the young and young-at-heart enter Santaland on the eighth floor of Macy's Herald Square flagship store in New York City, they will be transported into a fantasy world of glittering pine trees, snow-capped mountains, twinkling lights, cuddly animals and gingerbread cookies. Every holiday season, visitors from around the world gather at the 13,000-square-foot Christmas Village overflowing with holiday treasures for a special visit with the one-and-only Santa Claus. New this year at Santaland, visits with Santa are by reservation only. Customers can go online to pick a pre-selected time slot between 30 minutes and five days in advance of their visit. The new reservation system will help minimize the wait time to see Santa and elevate the customer holiday experience. Visit macys.com/santaland to reserve your spot.

Macy's Wine Cellar

Looking for something different to gift this year? Celebrate the season with Macy's Wine Cellar! In partnership with Direct Wines, Macy's new wine delivery service is sourced from some of the best wineries around the world and sent straight to the customer's home. Fans of great wine can visit macyswinecellar.com to sign up for a quarterly subscription of unique and exciting wines, perfectly suited to their tastes – all with the convenience of home delivery.

Black Friday

Macy's plans to open most full-line department stores at 5 p.m. on Thursday, Nov. 23. Customers who want to begin their holiday shopping on Thanksgiving Day will find hundreds of Black Friday specials in-store and online at macys.com.

"Our customers have told us they enjoy getting a head start on their holiday shopping each year," said John Harper, Macy's chief stores officer. "With so many deals in-store and online, we'll be ready when the stores open with doorbuster specials – from fine jewelry and fragrance to bedroom and kitchen

essentials. Macy's is the place to shop Black Friday weekend, and we deeply value the commitment and contribution of our associates across the country in making this experience special for our customers."

The following are a few highlights of Macy's Black Friday specials, available while supplies last, beginning at 5 p.m. Thursday, Nov. 23 through 2 a.m. Friday, Nov. 24; Friday, Nov. 24 from 6 a.m. to 1 p.m. and Saturday, Nov. 25 from 8 a.m. to 1 p.m., or online all day at macys.com Thursday through Saturday:

- 50 percent off Designer Collections for Him and Her
- \$39.99 Packable Jackets for Him and Her
- \$39.99 to \$49.99 Cashmere Sweaters for Him and Her
- 40 percent to 70 percent off Women's Shoes
- \$174.99 1/2 carat total weight TruMiracle™ diamond earrings in 14k white or yellow gold
- \$7.99 – Your Choice Select Kitchen Electrics after \$12 mail-in rebate
- \$29.99 Devon Solid 900-Thread Count Sheet Set (Queen/King)
- \$10 to \$15 Men's and Women's Fragrance Coffret Sets, Cosmetic Items
- 60 percent off Kids and Baby Dresses, Outerwear, Sportswear, Sleepwear, Character Shop, and more
- 60 percent off Coats for the Family
- \$29.99 Diamond Earrings with any purchase of \$50 or more

Beginning Nov. 8, customers can preview a full list of specials online at macys.com/blackfriday and add favorites to their list, which is available via desktop, mobile device and tablet. They can also create custom tags to organize recipients and shop straight from their list all Thanksgiving Day on macys.com.

Visit macys.com/stores for local information, as Black Friday hours may vary by store. Most Macy's stores will open at 5 p.m. on Thanksgiving evening.

Need More Gift Ideas?

For extra help finding that perfect gift for a loved one or yourself, in-store customers can take advantage of MyStylist@Macy's, the personal shopping service that's fun, fast and free. In a hurry? Buy online at macys.com and pick-up your purchase in-store. Shoppers on the go can also download our free, best-in-class mobile app allowing them to interact with our Holiday Gift Guide, featuring a hand-selected list of "Gifts We Love" and more. Visit macys.com/Gifts to learn more about the gifts we love, get inspiration, and shop the curated assortments from Macy's senior vice president of fashion Cassandra Jones and her fabulous fashion team for everything you need this holiday season.

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.

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