

FASHION EXPERTS

NICOLE FISCHELIS

GROUP VICE PRESIDENT/FASHION DIRECTOR - GLOBAL FORECASTING

From a family of furriers in France, Nicole was born with fashion in her blood. She began her career in the early '80s on the Right Bank of Paris where she was a buyer for Gimbels Saks, which represented America's and Canada's prestigious specialty stores such as Saks Fifth Avenue, Marshall Field's, Neiman Marcus and Holt Renfrew. As European Fashion Director for Saks Fifth Avenue and Marshall Field's, she collaborated with then Chairman and CEO Philip B. Miller to recreate the spirit of the store, adding collections that were essential for its renaissance. In 1991, she crossed the Atlantic to work at Saks Fifth Avenue as VP Corporate Fashion Director. As the store's arbiter of style, Ms. Fischelis attended fashion shows in Paris, London, Milan and New York and championed such designers as Alexander McQueen and Alber Elbaz. In 1999, she was approached by Ferragamo and joined them in the fall as Senior Vice President of Fashion Worldwide. In 2004, Macy's welcomed Ms. Fischelis to its Fashion Office. In her role as Group Vice President/Fashion Director of Global Forecasting, she currently forecasts and communicates seasonal trends from the runways of Paris, London and New York to the selling floor. In addition, she seeks out undiscovered talent and new resources to enhance Macy's position as a fashion destination. With her expert sense of style, she consistently finds the right fashion mix for the Macy's customer.

DURAND GUION

VICE PRESIDENT/FASHION DIRECTOR - MEN'S

A retail veteran with extensive merchandising experience, Durand has been an integral resource in reinforcing private label and menswear brands to meet the lifestyle needs of our shoppers. Currently, Durand forecasts and communicates seasonal trends and direction for the Men's business, helping to raise the bar in Macy's Men's fashion presentations. Durand has identified new resources in the market and enhanced Macy's merchandise mix by discovering fresh talent and brands.

STEPHANIE MUEHLHAUSEN

VICE PRESIDENT/FASHION DIRECTOR - READY-TO-WEAR/MILLENNIAL

A Minnesota native, Stephanie was first introduced to the world of retail with an internship overseas at Harvey Nichols. There, she gained insight into the world of high fashion and international business, and served as a stylist for prominent figures including fashion icon Princess Diana. Upon returning to the United States, Stephanie held various planning, buying and product development positions for a wide range of retailers. Now, as Vice President/Fashion Director for Macy's, Stephanie is a key influencer on the direction of the brand and collaborates with merchants and marketing partners to ensure the fashion vision is clear and consistent across all marketing vehicles.

FASHION EXPERTS

LAUREN WILNER

VICE PRESIDENT/FASHION DIRECTOR - CENTER CORE

Lauren has always loved fashion, although it's probably more accurate to say she is obsessed. As a child, she had play dates in her closet where the activity was "making outfits." Fortunately, all of that "playing" has paid off. Since she started working while in college at George Washington University, all of her focus has been on fashion. Lauren's first internship was in Macy's Fashion Office, which soon led to other opportunities at Condé Nast and Intermix NYC. During her tenure in the nation's capital, she worked in the Designer Collections department at the Smithsonian, researching American designers. This work helped shape her love of fashion heritage. Upon graduating, she became the Contemporary Fashion Market Specialist at the Doneger Group, a fashion forecasting/buying office in New York City. There, she focused on fashion trends for all ages, budgets and styles, and worked with various retailers across the country, from designer to mainstream.

Lauren then joined Scoop NYC, where she honed her skills in styling, buying, product development and merchandising. Lauren traveled the globe to visit the most exclusive fashion houses in the world, searching for new design talent and opening Scoop stores.

She then joined the team at HSN (Home Shopping Network) as their VP Fashion Director of Lifestyle Merchandising. At HSN, Lauren's responsibility was bringing in new designer brands and growing them into lifestyle businesses. She also worked closely with the entertainment industry, creating one-of-a-kind, 360-degree content experiences for the customer. Lauren worked with more than 100 designers within all areas of business to develop HSN into an industry authority and leader in omnichannel retail. As the current Vice President/ Fashion Director of Center Core at Macy's, Lauren takes her love of creating outfits and translates that for the Macy's customer. Her passion for accessories drives all of her decisions with the merchant and product teams.

JOSH SATERMAN

VICE PRESIDENT/CREATIVE DIRECTOR - READY-TO-WEAR PRIVATE BRANDS

After beginning his career as an assistant buyer in Men's, Josh worked his way up the retail ranks during his 10-year buying career at Macy's Inc. before taking the position of Vice President/Fashion Director of Millennial. In this role, Josh communicated seasonal fashion direction for the 13-30 age group and interpreted this vision into a singular theme across related families of business. Following that role, Josh became Vice President of Design Research and Development for Men's and Kid's at Macy's Merchandising Group (MMG, the private label division of Macy's, Inc.). In this role, Josh applied his buying and fashion office background to influence the development of premier Men's and Kid's private brands for the Macy's customer. In his current role, Josh leads the MMG Creative Office as the Vice President/Creative Director of RTW Private Brands, including Alfani, Charter Club, Style & Co., Thalia Sodi, JM Collection and Karen Scott. Josh collaborates with Design and Product Leads, GMM/DMM/Buyers and works closely with marketing partners to ensure that Macy's RTW Private Brand assortments are clear and consistent across all channels for our customer. In this role, Josh also helps Macy's identify new trends and expand existing assortments to give the customer an elevated and well-rounded shopping experience.



F/W 2016
LOOK BOOK

FASHION EXPERTS

ALESSANDRA BOTTICELLI

CREATIVE DIRECTOR - MILLENNIAL PRIVATE BRANDS

Alessandra's fascination with beauty, fashion and the arts was cemented at an early age, as Renaissance artist Sandro Botticelli's ethereal goddesses and nymphs romanced the walls of her family's bridal boutique. Her first trips to New York City's Garment District were during the neighborhood's finest days, at the height of '80s grit and glamour. Not heeding her mother's advice—"Whatever you do, let it not be in fashion"—she embraced all opportunities as a young teen to feed her passion, which culminated in her subcultures studies at NYU Gallatin School of Individualized Study. This thesis has remained with her throughout her career as she has held roles at Tod's, Coach and Victoria's Secret. Having observed those rebels and innovators that feed new trends to the never-ending fashion cycle, Alessandra now makes them accessible to Macy's customers across the country and around the world. Leading creative direction for Macy's Millennial private brands—including Maison Jules, Bar III and Material Girl—Alessandra touches every stage of the design and merchandising process, from uncovering inspiration and building color palettes, to styling monthly collections and collaborating with marketing on the brand's omnichannel image. During her time with Macy's, she has launched four exclusive brands to feed the customer's growing appetite for fashion; from modern muse to boho babe, she touches every lifestyle and aesthetic, with one eye always fixed on what's new and what's next.