



FOR IMMEDIATE RELEASE

CONTACTS: Erica White, Macy's Media Relations  
646-429-7470; [erica.white@macys.com](mailto:erica.white@macys.com)

Bailey Thomas, Macy's Media Relations  
646-429-7447; [bailey.j.thomas@macys.com](mailto:bailey.j.thomas@macys.com)

## EXPLORE WHAT'S NEW AT MACY'S THIS HOLIDAY SEASON

*Find new brands and services in stores and online at [macys.com](http://macys.com)*

*Macy's gives you peace of mind with flexible shipping and pick-up options in-store,  
in addition to saving time and energy through the Macy's app*

*Engaging experiences on Pinterest and Instagram make shopping more social this season*

**NEW YORK, NY – Nov. 5, 2018** – This holiday season, decking the halls with gifts from Macy's is easier than ever before. Macy's is keeping holiday shopping stress-free with a curated selection of the best gifts in-store and online; services and brands that will help keep you and your home looking sharp and entertaining-ready; plus, easier access than ever with the newest in tech and innovation.

### **New Fashion Brands and Home Collections**

Keep wellness top of mind during the holidays with the [Goodful](#)™ collection created exclusively for Macy's. The new product line inspired by Goodful – BuzzFeed's wellbeing and self-care lifestyle brand – provides simple, intentional steps to live better. The collection is designed with freshness in the kitchen, sounder sleep, and mindfulness at the center of the line. Products provide an escape from the routine and include a counter-sized greenhouse for growing herbs at home, an infusion pitcher, temperature-regulating sheets and towels, a variety of kitchenware including pots, pans, gadgets, a hygge-style kettle and more – perfect as gifts or to outfit your home.

Ensure a best-dressed status at every party this season and beyond with [Tailor Square Made-To-Measure](#). The custom-made clothing experience is now at 15 stores, where customers can create a one-of-a-kind suit in their own personal style. Make an appointment with a Tailor Square stylist who will help to select from a curated assortment of luxurious fabrics from around the world. Customers will be able to choose from a range of details including lapels, buttons, linings and more to create custom-made suits, trousers, jackets or shirts. Suits start at \$455 and will deliver from start to finish in approximately four weeks.

Shop Macy's recently launched Adaptive Collection by Tommy Hilfiger, for friends and family with disabilities looking for fashionable and accessible choices. Now available online, the women's adaptive clothing line offers every-day wear designed for ease of dressing in classic Tommy style for people with physical disabilities. The men's line will be available online starting Nov. 6 and kids in December. The

collection includes magnetic closures that are thoughtfully designed and integrated into slacks, pants, dress shirts, jackets, and more.

### **All Things Macy's Beauty**

For those looking for the ultimate fragrance gift sets for their loved ones, this season brings an in-store winter market experience to Macy's nationwide. The fragrance holiday markets are now in 79 Macy's stores and feature exclusive gifts, personalization stations, complimentary gift wrapping, and more.

Take the guesswork out of finding the perfect holiday party-ready shades with Macy's in-store augmented reality technology, which digitally showcases more than 250 trend beauty products on an in-store kiosk for instant makeup try-ons. Customers can test a variety of beauty products in minutes, without the need for the traditional makeup trials. All it takes is looking into the camera on the kiosk to 'try on' a variety of different makeup from eye shadow to lipstick in a host of shades, until you find the right one. The virtual mirrors are currently available at approximately 50 stores nationwide.

For the Instagram lover, a 270-square-foot experiential space is now open in main floor Beauty at Macy's Herald Square in New York City. Set to regularly launch new themes, Beauty Scene creates a tactile and aspirational shopping experience where customers can discover new brands in fun ways. The current theme, "Beauty on Display," which is a luxury boudoir, offers the perfect Instagrammable moment and a playful escape. Sit and snap in the claw foot bathtub overflowing with flowers, stop at a vanity and try on the newest makeup before a seasonal soirée, or shop the accessory wall's turban headbands, cosmetic bags, compacts, face mists and scrunchies, which all make great stocking stuffers. All the brands featured are shoppable at Macy's stores and on [macys.com](http://macys.com). Visit [macys.com/beauty](http://macys.com/beauty) for more inspiration.

### **Augmented and Virtual Reality in Furniture**

Having a hard time visualizing what furniture is needed to entertain family and friends at home? Macy's "See Your Space IRL" will help shoppers virtually see furniture in their home right on their mobile device. Via augmented reality technology available on the Macy's app, customers can virtually place Macy's furniture products in their actual living spaces, allowing them to test the product in real-world settings against their existing furnishings. This technology allows customers to select the perfect piece needed to elevate their next holiday gathering. "See Your Space IRL" is currently supported on the Macy's app for iOS on the iPhone 7 and newer, and will be available on the Macy's app for Android in 2019. In-store shoppers can also utilize the technology in select stores nationwide through the use of virtual reality headsets that allows them to virtually step into a room they have designed to help them select furnishings they will love.

### **The Market @ Macy's**

For customers who love to discover new brands and experiences, Macy's has the best place to start – The Market @ Macy's, a marketplace in select stores across the country where customers will find a rotating selection of unique items in apparel, accessories, beauty, entertainment, experiences, decorative home, stationery, technology, and gifts. Just in time for the holiday, Macy's and Facebook have partnered to bring approximately 100 e-commerce brands to The Market @ Macy's across nine stores in November and December. The Market @ Macy's, a unique approach to retail provided as a service, helps both emerging and established brands reach new audiences in a physical space with turn-key entry into some of Macy's most highly trafficked stores. The Market @ Macy's partnership with Facebook will provide participating small businesses and e-commerce brands the unique experience of a Macy's store environment during the holidays.

## **12 Days of Friends and Family**

From Thurs, Nov. 29 through Mon, Dec. 10, customers will be able to indulge in savings and events during Macy's 12 Days of Friends and Family, happening in stores and on macys.com. From caroling to crafts to styling consultations, check out the best that Macy's has to offer to make the most of holiday shopping. On the last day, Green Monday, Dec. 10, shoppers will have a one-day opportunity to instantly win gift codes. After making a purchase on Macy's mobile app, there will be a chance to "Scratch and Win" a coupon code to use toward savings on holiday shopping during Macy's Time to Shop event from Dec. 13 through Dec. 17. Visit [macys.com/12days](http://macys.com/12days) for more details.

## **Get Social This Season**

This year, Macy's is creating instant gift guides in the form of Instagram carousels. Finding the perfect holiday gift can seem overwhelming, but by answering simple questions about things like interests and price range, **Instant Gift Guide Carousels** allow customers to swipe and follow lines of ribbons leading them to find the perfect gift from Macy's. Starting on Nov. 28, each carousel post will focus on a different friend or family member people might be shopping for, as well as showcase a new collection of gifts. The final frame will be shoppable, allowing people to purchase the perfect gift.

For those shopping on Pinterest this season, Macy's **360 Globe**, launching on Nov. 28, will replicate the joy and wonder of being inside a miniature snow globe, mirroring the one in Macy's *Space Station* holiday commercial, and filled with dozens of hidden Macy's gifts and colorful holiday decor. Once inside, people will be instructed to pan around to get gifting inspiration and find different gifts hidden within the scene all around them. After exploring and uncovering different gifts, customers will be able to shop the items they found, share the ones they like in the form of a wish list to their family and friends, or send it to themselves for future reference.

## **Easy Mobile and Online Shopping**

Make hectic holiday shopping a thing of the past with flexible shipping and pickup in-store. Use the free, fast and easy options of buying online and picking up in-store or buying online and shipping to store. Don't forget to download the Macy's app for even more convenience. Macy's new in-app Loyalty hub offers an easy way to check Star Rewards and status, helping to make the most out of holiday purchases. The app also offers a fast, self-serve checkout option, Scan & Pay, which will have shoppers zooming past those holiday shopping lines. Scan items as you shop, pay through the app and go! Additionally, macys.com now has an endless aisle of select products for shoppers looking for a wider selection through Macy's vendor direct program which allows the online store to offer customers more choices. Now offering more than ever before in apparel, home and beauty, it makes shopping online for loved ones an easy task.

## **Even More Services and Gifts**

Still can't find the perfect gift? Let loved ones pick out something they've been eyeing by gifting them with a Macy's gift card. Seek expert help to find that perfect gift or holiday party ensemble with [MyStylist@Macy's](mailto:MyStylist@Macy's), the free personal shopping service for in-store customers. Book an appointment online at [macys.com/mystylist](http://macys.com/mystylist). Shoppers can also visit [macys.com/Gifts](http://macys.com/Gifts) to learn more about Macy's Gift Guide, get inspiration, and shop the curated assortments for holiday season must-haves.

###

## **About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 650 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](http://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, 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 \$52 million each year, plus 153,000 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](http://macys.com/pressroom).