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**MACY’S TOASTS THE HOLIDAYS WITH MARVELOUS GIFTS SURE TO SURPRISE AND DELIGHT LOVED ONES**

 *Spread joy this holiday season with the hottest gifts from Macy’s and macys.com/gifts*

**NEW YORK, NY – October 26, 2015** – Macy’s is the ultimate gift destination this holiday season, boasting an unparalleled assortment of products from top brands and for every budget. From apparel to home décor to technology, Macy’s carries the best selection of items for the foodies, techies, fashion-obsessed and everyone on your holiday gift list. In addition to a remarkable selection, Macy’s also has gifting experts available to make your shopping experience effortless.

“Macy’s is the gift-giving destination with perfect items for him, her and everyone on your list this holiday season,” said Susan Bertelsen, group vice president of My Stylist@Macy’s. “Plus, our fast, fun and free personal shopping service, My Stylist@Macy’s, is a great de-stressor during the holidays. Our stylists can help you discover the perfect gift for everyone on your list – and keep you within budget.”

GIFTS FOR HER

Macy’s carries an exquisite collection of diamonds and gems sure to dazzle; a sapphire and diamond ring from Effy is striking and eye-catching, and ¾ ct. diamond studs are elegant and timeless. The Jemma leather satchel from Vince Camuto is a practical and stylish gift certain to get a lot of wear. With temperatures dropping, keep the woman in your life warm-but-fashionable with a single-breasted coat with faux fur collar from I.N.C. International Concepts. For the glamazon on your list, up her beauty game with the four-piece party makeup set from Benefit Cosmetics, and elevate her perfume collection with Black Opium by Yves Saint Laurent. For the athlete, give her workout wardrobe a boost with vests by Calvin Klein Performance, along with a Fitbit so she can track her progress. Charm bracelets from Thalia Sodi, shearling wristlets from Coach, and pom pom keychains from MICHAEL Michael Kors make for trendy stocking stuffers.

GIFTS FOR HIM

Give the gift of style by offering the guy on your list a fitted dress shirt, tie and shawl-collar sweater from Tommy Hilfiger, and keep him on time with a sleek, elegant watch with blue dial from Nautica. Keep him smelling fresh and clean with a two-piece set from Calvin Klein, Eternity for Men after-shave splash and eau de toilette. For the guy who loves a good laugh, a whimsical snowman holiday sweater from American Rag will light up his day, and Star Wars™ slippers and knit boxers are perfect for those fans thrilled for the release of the new movie. For the workout fiend on your list, keep him sporty, yet stylish with a pair of sneakers from Nike and half-zip sweatshirt from Lacoste.

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GIFTS FOR KIDS

Kindle the young ones’ fashion flames with warm, yet fun jackets from The North Face. For young Star Wars fans, a Darth Vader Union suit or Chewbacca hoodie will surely garner squeals of delight. Of course, don’t forget toys! The Platinum Collections remote-controlled Thunder Tumbler truck and remote-controlled Battling Robots are ideal gifts for tech-savvy kids.

Starting Nov. 2, PEANUTS® iconic beagle Snoopy will serve as the 2015 Macy’s Holiday Ambassador with an exclusive collectible plush featuring his sister Belle, available at more than 600 full-line Macy’s stores and on macys.com. The huggable plush features Snoopy dressed in a warm holiday hat and vest along with a bonus backpack clip of his sister Belle available for $15.95.

GIFTS FOR THE HOME

Macy’s has a wide assortment of fun and festive gifts to deck the home this holiday. Have your loved one cozy up to a warm reversible Sherpa throw by Martha Stewart Collection, perfect for nights by the fire. To start the morning off on a humorous note, give mugs from kate spade new york, with cheeky sayings such as “One Smart Cookie” and “Life of the Party.” Embracing the season’s fur trend, I.N.C. International Concepts boasts a new line of fur throws and accessories, including stockings to dress the mantle and a luxe bed that will make any pup proud. For the entertaining maven in your life, cheese knife sets from Schmidt Brothers and the Ninja coffee bar make great gifts. Be sure to stock up on this year’s Godiva and Frango collections, which can serve as thoughtful hostess gifts all season long.

GIFTS THAT GIVE BACK

To spread the spirit of generosity this holiday season, shop for gifts that give back through two exclusive programs at Macy’s. The Heart of Haiti collection includes unique papier-mâché crafts, recycled metal art, hand-carved soapstone and more, while Rwanda Path to Peace features beautifully crafted baskets in vibrant shades. New for holiday 2015, and to celebrate the 10th anniversary of the program, the Rwanda Path to Peace collection will include red and white commemorative baskets, which will be available at select stores and online. Artisans that are involved in these programs receive half the wholesale price for each item sold, helping to provide for their families and fuel their local communities.

In addition, customers can purchase the “Yes, Virginia” illustrated storybook or animated special DVD exclusively at select Macy’s stores and on macys.com. Ten percent of the purchase price of each book and DVD sold will be donated to Make-A-Wish® to help grant the wishes of children with life-threatening medical conditions.

Take home a 2015 Aflac Holiday Duck and make a difference in a child’s life. When you purchase one of these feathered friends available in two sizes, a 6-inch version for $10 and 10-inch version for $15, 100 percent of the net proceeds benefit pediatric cancer hospitals across the country. The plush toys will be available at 350 Macy’s stores nationwide.

For those needing a little extra help choosing the perfect gift, visit My Stylist@Macy’s, a complimentary personal shopping service with experts who will make shopping for friends and family easy. No time to shop? Get your loved one a Macy’s Gift Card and an appointment at My Stylist@Macy’s for a fabulous two-in-one gift. For more information and to make an appointment, visit macys.com/mystylist.

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Visit Macy’s online gift shop at macys.com/gifts to make holiday shopping as simple as the click of a button—with everything delivered right to your doorstep or local store. The enhanced macys.com Holiday Gift Guide will make it easier than ever to shop for the people on your list by offering curated selections tailored to individual tastes. Additionally, customers can let their friends and family know exactly what they want by creating a list online and sharing it with friends and family. Plus, the new e-gift feature on macys.com, powered by Loop Commerce, makes gift-giving more convenient than ever. Customers can simply select “e-gift it” at check-out and the recipient will receive an e-mail, and they can adjust the color and/or size of the item, and even exchange it for something else, all before their perfect gift even ships.

To view the full gift assortment, holiday shopping tools and gift guides, visit macys.com. For media materials, including hi-res product images, visit: <http://pimsmultimedia.com/macys-holiday2015>.

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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 775 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 $69 million each year 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.