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**Contact:** Billy Dumé, Macy’s Media Relations

 646-429-7449; billy.dume@macys.com

 Tracy Davis, Macy’s Media Relations

 646-429-7470; tracy.davis@macys.com

**FIND THE JOY OF GIVING THIS HOLIDAY SEASON WITH MAGNIFICENT GIFTS FROM MACY’S**

*From fashion and tech to home goods and stocking stuffers, Macy’s wide assortment makes holiday shopping a breeze, plus extra help is always available from the gift specialists*

*at My Stylist@Macy’s*

**NEW YORK, NY – October 19, 2016** – The holiday season is a celebration of happiness that brings loved ones together, and Macy’s has the perfect gifts to make family, friends, and all those near-and-dear feel special. Whether it’s the runway show-obsessed fashionista, the diehard athlete, the tech fanatic, or the master chef, Macy’s has an abundance of items at every price point sure to warm the hearts of those who mean the most.

“No time of year inspires the sentiments of love, caring and generosity quite like the holiday season,” said Kathy Hilt, senior vice president of My Stylist@Macy’s. “This year, we’ve truly topped ourselves with the most unique assortment of gifts for every person on your list. Plus, if you need a little help, Macy’s dedicated gift specialists at My Stylist@Macy’s make picking the perfect present easier than ever.”

*The Gift of Style*

With a roster of top brands and celebrated designers, Macy’s is the ultimate destination for items to elevate that special someone’s wardrobe this holiday season. For her, handbags, shoes, jewelry and always-on-trend athleisure items will inspire pure joy. Jewel-embellished slip-ons from MICHAEL Michael Kors are chic, sporty and rendered in luxe velvet, applying the must-have fabric of the season in a unique and unexpected way. A signature Mickey Mouse wristlet in a bright hue from Coach is whimsical, practical and stylish, while a funnel neck hoodie and tights from Nike, or Calvin Klein Performance logo joggers and sweaters can take her from yoga to brunch with flair. Give her the gift of both comfort and glamour with a pair of fabulous faux fur-trimmed glitter moccasins from I.N.C. International Concepts.

For him, a velvet sport coat from Alfani immediately adds panache to any look. Pair the coat with bar III slim trousers and a tie for a more formal approach, or layer with jeans and loafers or boots for a look that is relaxed, yet polished and urbane. Polarized aviators from Ray-Ban are a classic, but undeniably sleek and stylish way to protect his eyes from the sun, and a zipper slim billfold wallet from Kenneth Cole Reaction is an excellent way to update a staple he uses every day.

Beauty and grooming are the finishing touches, and Macy’s has a wide array of fabulous products that are sure to delight. The Impulse Beauty artistry palette and 9-piece brush set allows her to experiment with countless looks in an awe-inspiring number of colors and shades. For him, Kiehl’s 4-piece Hydration Hits set gives the oft-coveted gift of smooth and healthy skin.

*Tech Tidings*

Techies of all ages will be thrilled to receive the latest gizmos and gadgets Macy’s has to offer. The brand new Michael Kors Access Bradshaw digital smart watches pack as big a fashion punch as they do a tech one—the customizable smartwatches track activity and fitness goals, offer notifications, and so much more; they connect your worlds and help you stay on track, while also being stunningly beautiful pieces of jewelry. Brookstone’s quirky cat ear headphones are wireless, and can also project music from the cat ears, which means you can take the party wherever you go and share the joy with everyone around. Gift the virtual reality experience with the Samsung Gear VR Oculus, which has mind-blowing graphics, and wow someone special with the Star Shower, a holiday motion laser lights projector that blankets surface areas with myriad stars at incredible range.

*Whimsical Wonderland*

Macy’s has a plethora of toys, kits and doodads sure to make the laughs last all holiday season. Children’s eyes will shine bright with an engineering kit from Little Bits, where kids can build their own functioning robots, or with the 3Doodler pen, which allows them to create 3D art of most anything their imaginations can conjure. The Portable Color Me Happy coloring books are a cut above the rest, offering kids elaborate images designed to make them feel energetic, engaged and accomplished. The Cate and Levi penguin sewing kit lets kids construct their own plush penguin best friend and the ukulele stencil kit from Kid Made Modern lets kids paint their instruments to match their personalities before they jam out. Kids of all ages can discover trolls’ magic with their very own plush. In celebration of DreamWorks Animation’s *Trolls*, in theaters Nov. 4, Macy’s has brought Poppy, Branch, Guy Diamond and the other adorable characters to life for kids to love this holiday season.

*Gifts for the Home*

Macy’s is a one-stop destination for gifts that make the home merry and bright. Cocktail lovers will appreciate the new copper barware line by Martha Stewart Collection, complete with double old fashioned glasses, Moscow Mule mugs and a sleek tray to serve as a catchall for all the essentials. For those that fuel while on the go, All in Good Taste travel mugs by kate spade new york are a perfect gift, featuring bright pops of color and whimsical sayings. A nod to the mixed materials trend, serveware by Thirstystone features paddle boards with cool marble and warm acacia wood. For the curious cooks in your life, stock up on kitchen must-haves such as the Crux 7-speed blender, Metrokane electric corkscrew and Ninja Forte Coffee Bar 11. Macy’s will also offer a full selection of RH Macy’s treats, including assorted nuts, peppermint bark, cookies and more, which will satisfy any sweet tooth.

*Gifts That Give Back*

There is no greater feeling than giving a gift that also gives back to others and Macy’s offers a variety of opportunities to support worthy causes this holiday season. Exclusively at Macy’s, the Heart of Haiti collection includes beautiful papier-mâché decor, metalwork and hand-carved soapstone goods, while Rwanda Path to Peace features one-of-a-kind woven baskets in eye-catching hues. In partnership with Global Goods Partners, Macy’s will also offer a variety of handmade home goods such as wool throws, decorative boxes and tiled photo frames that benefit artisans in countries such as Bolivia and India. Artisans that are involved in all of these programs receive at least half the wholesale price for each item sold. Visit macys.com/giftsthatgivehope to learn more.

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

*Gifting Experts at Your Service*

Need a helping hand during the holidays? Let My Stylist@Macy’s be your guide. Whether you need just the right look for that festive party, to spruce up your wardrobe during the season of soirees, or to find the perfect gift, Macy’s personal stylist service is the fun, fast and free solution to anything you may need. Just give them a budget, some insight into what you need, and they’ll take care of the rest. What’s more, if you’re pressed for time, you can pair this service with a gift card for two gifts in one!

For even more gift ideas, visit Macy’s gift guide online at macys.com/gifts.

For media materials including hi-res product images, visit: <http://pimsmultimedia.com/macys-holiday2016>

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**About Macy’s**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at 734 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.