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Shine Bright At Prom With Fashion From Macy's

This year, Macy's makes every girl's prom dream a reality with the chicest styles and latest trends

Macy's is again partnering with nonprofit Becca's Closet and TLC's Say Yes to the Prom to help underserved girls have an unforgettable prom

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) wants every girl to look red carpet-ready this prom season. From metallic beading to feminine ruffles, party-goers nationwide can shop in store or online at macys.com for the latest trends in dresses, accessories, and beauty to create an unforgettable experience. For the second year, Macy's will partner with nonprofit Becca's Closet and TLC's Say Yes to the Prom to give underserved, deserving students across the country the prom looks of their dreams, along with educational and career-building opportunities. What's more, for every prom or special occasion dress purchased in store or at macys.com on Saturday, April 7, Macy's will donate one new prom dress, up to 5,600, to Becca's Closet to distribute to a girl in need.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180328005706/en/>

"Prom is one of the seminal moments of a young woman's life, and we have everything to make her glow from the inside out," said Cassandra Jones, senior vice president of Macy's Fashion. "From high impact glamour and ethereal romance to sleek modernity, Macy's has the ultimate in beauty, accessories, and dresses, including our Say Yes to the Prom collection created for Macy's, to ensure each girl stands out in her own amazing way. We're also deeply proud of our partnership with Say Yes to the Prom and Becca's Closet, helping girls in need feel and look fabulous on their special night."

For the second year in a row, Macy's and Becca's Closet, an organization that donates formal dresses to underserved high school girls and provides scholarships and educational opportunities to deserving young people, are joining forces to make girls feel confident during their prom, military ball or other formal event. On April 7, for every regular-priced prom or social dress purchased in-store and on macys.com, Macy's will donate a new prom dress (up to 5,600) to Becca's Closet to give to a girl in need. Macy's will also host Prom Party events in stores across the country where Macy's associates and MyStylists will help girls design their perfect prom look. Check macys.com/events for more information.

This year, for the first time ever, Macy's partnered with TLC's Say Yes to the Prom and *Seventeen* magazine to kick off the seventh annual Say Yes to the Prom initiative by awarding a prom of a lifetime for one deserving high school, New York's Inwood Academy for Leadership Charter School. As part of Say Yes to the Prom's inaugural "Win A Dream Prom for Your School" contest, students from Inwood Academy were treated to a full



Macy's makes every girl's prom dream a reality with the chicest styles and latest trends. City Studios two-piece beaded dress, \$109 (Photo: Business Wire)

shopping day where they received free prom dresses and accessories by Macy's. Their experience aired on TLC and featured Monte Durham from "Say Yes to the Dress: Atlanta" and *Seventeen* senior fashion editor Tiffany Reid. This spring, the Say Yes to the Prom tour has already made special stops in Miami, Tampa and Houston to make prom dreams come true for students impacted by the 2017 hurricanes, with a selection of more than 2,500 donated dresses, bags and accessories from Macy's. The tour will continue to Knoxville, Tennessee, and Silver Spring, Maryland, in the coming weeks.

Macy's loves helping all girls look and feel their best on prom night, and with the largest assortment of styles across dresses, beauty, and accessories, Macy's is a one-stop fashion shop for this prom season. Below are some of this year's key trends.

Stunning Dresses

Wow the crowd with show-stopping dresses, including the Say Yes to the Prom collection created for Macy's, a breathtaking range of dresses that embody the hottest trends of the season. Choose from the widest assortment of dresses to showcase your distinctive style. Work a head-turning ethereal aesthetic with gentle pleats and pearl embellishments that serve as romantic and delicate touches to a fairytale-inspired look. Go hi-glam with a dress in an unexpected color and ornate beadwork for a confident look-at-me moment, and channel this year's major metallic trend in a dress with silver and gold beading and steely tones to create a fashion-forward, runway-inspired look.

Dazzling Accessories

Macy's has the perfect accessories to complete any dress. For girls who want to make a statement, add a geometric clutch and an ornate necklace or chandelier earrings to showcase a glamorous, modern ensemble. Pair a floral print shoe or necklace with a romantic dress and complete the ensemble with a pastel-hued handbag or delicate, embellished earrings. A sleek metallic dress pairs wonderfully with a unique caged shoe and minimalistic jewelry for maximum impact.

Fabulous Beauty Trends

Shine bright this prom season with one of this year's hottest beauty trends: bronze beauty. From eyeshadow to highlighter, Macy's has an array of cosmetics to help every girl look and feel her best and achieve a bronzed glow. For the girl who wants to try an assortment of products, subscribe to Macy's Beauty Box and receive a curated selection of products each month. May features some of the most sought after bronze, copper and cognac palettes from all the hottest beauty brands. Don't be afraid to be bold with a dramatic cat eye and red or dark lip -- both will enhance the intensity of a hi-glam look. For a feminine dress with quixotic qualities and pastel colors, use highlighter that creates a soft, ethereal glow and complement with a nude lip.

For these looks and more, visit www.macys.com/prom.

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 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. 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.

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