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# Macy's Latest Collaborations and Technology Enhancements Are Set to Bring New Consumer Experiences to Its Best-in-Class App and In-Store

*A lineup of Macy's, Inc.'s senior female leaders discussed Macy's upcoming omnichannel experiences, vendor diversity initiatives, technology enhanced customer product experiences and next-generation retail formats at the annual Shoptalk conference in Las Vegas*

*An enhanced Augmented Reality experience in Beauty will allow customers to virtually try-on a host of beauty products on the Macy's app and in select stores*

*Interactive displays in Fragrances will allow customers to learn more about Macy's top selection of must-have scents*

*Just in time for summer, the Peanuts Global Artist Collective exclusive collection will debut on macys.com and in select stores nationwide*

NEW YORK--(BUSINESS WIRE)-- As part of a series of presentations from five of Macy's, Inc.'s (NYSE:M) top female executives at the annual Shoptalk conference in Las Vegas, today the company announced the upcoming launch of three key initiatives bringing new experiences to its stores and mobile app.

Five of Macy's, Inc.'s top female executives took the stage at Shoptalk in Las Vegas to share key insights and their unique business perspectives at the annual gathering of technology and retail brands and executives. Paula A. Price, chief financial officer, highlighted new economic models and store formats Macy's is exploring to build lifetime customer value and bring new customers into the brand. Jill Ramsey, chief digital officer and Rachel Shechtman, brand experience officer and founder of STORY, shared new technology enhancements and collaborations that will reinvigorate the customer experience and transform the way Macy's works. Nata Dvir, general business manager of beauty, discussed how Macy's is using technology to evolve its beauty experience both in-store and online. Shawn Outler, chief diversity officer, is set to discuss today The Workshop at Macy's, the first retail vendor development program of its kind, geared towards minority and women-owned businesses.

During their discussions, Macy's leadership announced the following upcoming initiatives focused on enhancing the customer in-store and mobile experience, as well as a new collaboration with an iconic brand that will have shoppers rediscovering pop culture favorites.

## **Augmented Reality Beauty experience**

As part of the company's approach to testing, iterating and scaling innovations, an augmented reality experience in beauty will launch in late spring on the Macy's app, after first being tested among a small number of app users in fall of 2018. The initial pilot gauged the potential of this enhancement allowing customers to trial virtually approximately 20 lip beauty product.

Following the successful test, Macy's iterated on the design in partnership with Modiface and will now scale the enhancement to all Macy's app users expanding to more than 1,000 beauty products across major brands covering face, eyes and lip cosmetics. The true to life virtual makeup experience will facilitate the process of discovery for users as they virtually test single products or entire looks, which they can also share on social media or with friends. Through the use of in-store beauty displays, the augmented reality opportunity will also be available to customers at select locations nationwide later this spring.

### **Interactive Fragrance displays**

Macy's is the fragrance destination and starting in late spring, the brand will make shopping for the perfect scent easier, with the rollout of interactive displays that will help customers navigate scent families. As customers engaged with our robust assortment of top fragrances, we learned that those who bought in-store, primarily did so by brand, but when they purchased fragrances online, they shopped by scent family, filtering our assortment down to the top notes such as floral or citrus.

Later this spring through a partnership with [PERCH](#), select Macy's locations will offer a digitally driven, highly approachable alternative fragrance shopping experience that allows consumers to discover new scents. Featuring their favorite notes across different scent families, the digital interface shares more information on each fragrance automatically the moment a customer touches a fragrance and suggests scents that match their preferences. An extension of the traditional counter experience, customers will now have another option as they trial and find their perfect scent in-store.

### **Peanuts Global Artist Collective**

In 2018, the company's recently acquired concept retailer STORY, debuted the "How Original!" themed story which featured a special collaboration with Snoopy and the gang: the Peanuts Global Artist Collective. The collective is a worldwide arts initiative that engaged seven talented artists (André Saraiva x Mr. A, AVAF, FriendsWithYou, Kenny Scharf, Nina Chanel Abney, Rob Pruitt, and Tomokazu Matsuyama) to blend Charles M. Schulz's signature hand-drawn vision with their own individual styles and mediums, which has appeared in the form of public artwork around the world. The art was then translated into a limited time, special edit of must-have lifestyle and ready-to-wear products at STORY ranging from tote bags to skateboards, sweaters, water bottles and notepads, re-imagining PEANUTS classic characters for a new generation. This initiative ultimately brought customers a unique brand experience that they had never seen before from PEANUTS.

This summer, the collection will return and expand to 100 Macy's stores nationwide and [macys.com](#), starting in May. The exclusive Macy's unisex collection will feature unique works from these renowned artists in products for adults and kids ranging from denim jackets, t-shirts, hoodies to hats, onesies, water bottles and skateboards.

As a special treat for Shoptalk conference attendees in Las Vegas, Macy's will display the Little Cloud by FriendsWithYou™ balloon from the Macy's Thanksgiving Day Parade® outside of its store at the Fashion Show Mall, for one day only, on Monday, March 4<sup>th</sup>. FriendsWithYou's Little Cloud, is a featured character in the Peanuts Global Artist Collection and one of only seven art based balloons that have appeared in the annual Macy's Thanksgiving Day Parade in its more than 90-year history.

These enhancements, and collaborations continue Macy's commitment to innovation and to building and scaling initiatives that bridge the gap between online and offline shopping, enhancing the customer experience and create meaning brand engagement.

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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. 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 [www.macysinc.com/news-media](http://www.macysinc.com/news-media).

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