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## Find Your Beautiful at Macy's This Spring

*Macy's Beauty is a destination for the best brands and products, offering customers an enhanced shopping experience in store and online*

*A new online campaign "Deeper Beauty" celebrates the confidence and empowerment in all expressions of beauty*

NEW YORK--(BUSINESS WIRE)-- This season, beauty routines are centered in modern freshness and revitalization, with looks that highlight everything from natural and simple to bold and elaborate. Macy's Beauty is helping customers look and feel their best in their own skin and adopt the hottest trends, whether it's the ombre lip, strong eyebrows, or a simple three-step routine. With its expansive assortment of the best products and brands, knowledgeable beauty advisors, and the freshest content on trends, Macy's (NYSE:M) enhanced beauty shopping experience in store and online offers customers their favorite cosmetics, skincare and fragrances that fit their style and routine. To encourage women everywhere to "find your beautiful, inside and out," Macy's new online campaign, titled "Deeper Beauty," celebrates every woman, everywhere, and their varied expressions of beauty through stories and videos that tell the honest experiences of different women in today's world.

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

<https://www.businesswire.com/news/home/20180417006009/en/>



Find Your Beautiful at Macy's this spring, where fresh initiatives enhance the shopping experience in stores and online at [macys.com/beauty](http://macys.com/beauty). (Photo: Business Wire)

"Our customers want the best brands, services and experiences when they're shopping for beauty, whether it is online or in store, and whether they are looking for the latest trends or their go-to product," said Nata Dvir, general business manager of Macy's Beauty. "We want them to know that Macy's Beauty offers all of that and more – a breadth of options to help all women find their beautiful, from morning to evening and bedtime, too, no matter how minimal or complex their beauty routine. Through our always expanding product assortment, fun content, and unparalleled number of signature services, we are giving shoppers a new level of experience and an opportunity to engage, play and discover new favorites."

Macy's Beauty is continuously expanding its already robust selection of products, featuring the best brands for all types of beauty. Carrying a consummate selection of brands, shades and formulas, Macy's is now offering hot skincare favorites like Sunday Riley, Murad, and Mario Badescu, in addition to existing favorites. The retailer also recently launched IT Cosmetics, carrying the extensive line of award-winning skincare, makeup and beauty tools online and in store. When it comes to fragrance, Macy's Beauty is the one-stop destination. Whether the mood is light and airy for the workday or romantic and sophisticated for the evening, Macy's has the widest selection of the best scents to help customers breeze through the day and get ready for a night out.

In addition to growing and curating the beauty selection to include the most noteworthy brands, Macy's is also changing the way customers experience beauty in stores and online.

In stores, shoppers will begin to see new displays that allow them to discover beauty products in a more open environment. This format makes comparing and discovering new products easier and allows customers to shop any way they prefer, whether they need help from a Macy's beauty advisor, just want to browse, or prefer to test and shop on their own. These in store layouts highlight tips and looks from the latest beauty trends featured in [Macy's](#)

[Presents The Edit](#). Shoppers can also discover “Beauty Advisor Picks” displayed together from Macy’s expert beauty advisors and other customers. Follow #macysbeauty to see all the excitement happening in store.

Macy’s beauty advisors continue to deliver the best customer experience through the ability to advise across all brands and categories, on everything from their matching concealer shade in a new must-have brand to the eye shadow palette that is all over social media, and the classic serum that does not go out of style. With Macy’s new training platform, Beauty Playground, which launched in all stores this season, Macy’s beauty advisors are always informed on the latest product and brand recommendations, tips, and influencer insights.

In select stores, customers can try on products virtually with YouCam Makeup magic mirror kiosks, where customers can discover, access and try on hundreds of products in seconds without the need for makeup trials. With just the snap of a selfie, beauty shoppers can virtually try on more than 250 makeup products, including top millennial brands such as Benefit, NYX, Tarte, Urban Decay, and Too Faced.

To accompany the product experience, Macy’s invites customers to take a break on us by offering a wide variety of services, most of which are complimentary, including mini facials, trend tutorials, and customized treatments from popular brands such as Bobbi Brown, Clarins, Clinique, Dior, Estée Lauder, MAC, Lancôme, Shiseido, and Chanel. Request a list of “Macy’s Signature Services” at your local beauty counter or by searching Beauty Services at [macys.com](http://macys.com) to learn more.

Another great way to try new brands and test products is through a subscription to Macy’s Beauty Box. For \$15 a month, customers will receive five deluxe beauty samples selected by Macy’s beauty experts, plus a bonus sample in a complimentary make-up bag and \$5 coupon to use in-store or on [macys.com](http://macys.com) on their next beauty purchase.

Online, Macy’s expanded Beauty portal includes more resources than ever before. On [macys.com](http://macys.com), Macy’s Beauty is a one-stop destination to help customers shine from sunrise to sunset with tips on skincare, morning and evening looks, and nighttime treatments. For example, customers looking to wash the day away can get tips on top products for makeup removers, masks, peels, and skincare rituals.

Macy’s Beauty is also featured in a new online campaign, produced by Macy’s agency BBDO New York, showcasing how inner and outer beauty can align to create a feeling of empowerment and confidence. The “Deeper Beauty” campaign is a celebration of every woman, everywhere with its theme, “find your beautiful, inside and out.” Driven by Macy’s belief in the embrace of all types of beauty, the campaign reminds women that true beauty is more than skin deep – it is about overcoming judgment, accepting oneself, and being inclusive of all expressions and routines, no matter how minimal or bold. Led with a 60-second video featuring an original poem written by Pavana Reddy, the campaign includes a five-part longer form interview series hosted by writer Heben Nigatu. The video sequence follows the stories and deeper meaning of beauty from the view of five different women; including an acclaimed chef, designer, artist and entrepreneur, software developer, and film director, who speak candidly on their routines and what role beauty plays in their lives.

Available now, the series can be followed at [youtube.com/macys](https://youtube.com/macys).

## **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, 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 \$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).

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