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macy's inc

Celebrate Prom With Remarkable Style From Macy's

Make this prom unforgettable with Macy's incredible selection of fashion-forward gowns, accessories, and beauty

Macy's continues to team up with TLC's Say Yes to the Prom and nonprofit Becca's Closet to make prom dreams come true for underserved girls

NEW YORK--(BUSINESS WIRE)-- Prom is the perfect opportunity to showcase standout personal style, and Macy's has everything prom-goers need to look and feel remarkable. From of-the-moment ball gowns to softly ruched, bodycon silhouettes, there is a red carpet-ready dress for every prom guest. Macy's is also celebrating the return of its partnership with nonprofit Becca's Closet and TLC's Say Yes to the Prom, making dreams come true for underserved and deserving students across the country by gifting prom looks and providing educational and career-building opportunities. Additionally, for each prom dress purchased in-store or online on Saturday, March 30, Macy's will donate a dress, ranging from \$59 to \$399, to a girl in need, up to 5,000 dresses, through Becca's Closet.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190328005512/en/>



"Macy's has curated an exciting selection of fashion, beauty, and accessories to create the most confident and beautiful prom moments this season," said Durand Guion, vice president, Macy's Fashion Office. "From frothy layers of tulle to high-shine metallic, our assortments offer something for every kind of personal style."

Macy's is excited to celebrate the third year of giving with Becca's Closet, a nonprofit organization that donates formal dresses to high school girls who are unable to purchase them for homecoming, military ball, and prom. For every regular-priced prom or social dress purchased in-store and on macys.com on Saturday, March 30, Macy's will donate a new prom dress, ranging from \$59 to \$399, up to 5,000 dresses, to Becca's Closet to give to a girl in need. Customers will also receive an invitation with dress purchase to book an appointment to have a free prom

Make this prom unforgettable with Macy's incredible selection of fashion-forward gowns, accessories and beauty. Sequin Hearts high-low gown, \$99; Say Yes to the Prom floral-embroidered gown, \$169; City Studios printed ball gown, \$139 (Photo: Business Wire)

make-up session. For more information about Becca's Closet or to request to receive a dress from a local chapter, please visit beccascloset.org.

Macy's partnership with TLC's Say Yes to the Prom is also returning for the third year, kicking off the eighth annual Say Yes to the Prom to create the ultimate prom shopping experience for 1,000 underserved and deserving students across the country. Students in five cities, including Silver Spring, MD, Knoxville, TN, Los Angeles, Denver, and New York City, were given one-on-one style sessions with Monte Durham of TLC's "Say Yes To The Dress: Atlanta," who helped students find the perfect dress, tuxedo, and accessories from a selection of 2,500 donated dresses from Macy's.

Macy's has the largest assortment of styles across dresses, beauty, and accessories and the experts at Macy's Fashion Office have curated a one-stop shop for incredible style to make party-goers feel their best on prom night. Check out some of the season's key trends below.

Dresses

Revelers can shop Macy's incredible selection of fashion-forward dresses that celebrate individuality and personal style. Turn heads in the latest prom trends with created for Macy's collections like Say Yes to the Prom, featuring

everything from edgy two-piece sets to classic princess shapes. Romantic details like ruffles, tiered tulle, and feminine florals are perfect for feeling like a princess (or prom queen) for the night. For an old Hollywood vibe with a little edge, try something more fitted or rock metallics, allover beading, lamé, and iridescence. Hues of pink will rule prom, from hyper-bright to barely there blush to the prettiest shades of peach, there's a pink for every girl. The key to standing out comes down to unexpected styling. Leather motos, denim jackets, and sneakers are not just for everyday wear when paired with tulle and sequins – the look is next-level cool.

Accessories

Add flair to the perfect dress with bold shoes, jewelry, handbags, and hair accessories. For some added sparkle, it's all about earrings with a statement, including elongated drops and extra-long silhouettes with crystal or pearl details. Hit the dance floor with party-ready platform heels. Show some personality with creative takes on clutches like geometric shapes or shimmery crystal detailing. For the finishing touch, gorgeous hair accessories like combs, headbands, or pins will make an updo extra special.

Beauty Trends

Make prom night one to remember with Macy's red carpet-inspired beauty looks. For a low-key boho vibe, stick to earthy eye palettes, peach lips, natural brows, and hair. The ultra-feminine good girl pairs a drama-worthy gown with soft pinks on the eyes, lots of lashes and a dewy complexion. For the rule breaker, experiment with smoky bright jewel tones on the eye. For a classic Hollywood look, go for a cat-eye and a bold lip. Lastly, embrace a 90's supermodel vibe with a bronzed complexion, a smoky eye, and nude gloss on the lips. Don't forget to take off the night with the newest trend in skincare – double cleansing. An oil-based cleanser will melt off makeup at first pass, followed by a water-based cleanser to remove all remaining impurities.

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

About Macy's

Macy's is America's store for life. The largest retail brand of Macy's, Inc. (NYSE:M) delivers quality fashion at affordable prices to customers at approximately 640 locations in 43 states, the District of Columbia, Puerto Rico, and Guam, as well as to customers in more than 100 international destinations through leading e-commerce site macys.com. Macy's inspires fashion exploration and discovery through the most desired family of exclusive brands for her, for him, for the home, and via our dynamic mobile and social platforms. We know the power of celebration, demonstrated through decades of memorable experiences created during Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. Macy's flagship stores – including New York City's Herald Square – are internationally renowned and preeminent destinations for tourists. With the collective support of our customers and employees, Macy's builds community and helps make a difference in every market we serve, supporting local and national charities by giving nearly \$50 million each year, plus 146,000 hours of volunteer service. For more than 160 years, Macy's has, and continues to, make life shine brighter for our customers, colleagues, and communities.

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