

May 1, 2019



Celebrate the Family She-ro With the Perfect Gift From Macy's

This Mother's Day, show Mom just how special she is with a present selected from Macy's gift guide, a curated selection of great fashion, accessories, beauty and home

NEW YORK--(BUSINESS WIRE)-- This year, Macy's (NYSE:M) is making it easy to celebrate Mom and that special mother figure in your life. Hand-picked selections from the Macy's Gift List make gift giving thoughtful, stress-free and easy. Whether looking to gift by category, for the trendsetter, the traveler, or by price point, find inspiration on [macys.com/gifts](https://www.macys.com/gifts). For those looking to shop for Mom while also giving back, all purchases made in-store from May 1 through May 15 can benefit local communities around the nation. Macy's is inviting customers to round up their store purchase to the nearest dollar and donate the extra change (up to \$0.99) to benefit their store's selected local charity. Customers can visit [macys.com/macysgives](https://www.macys.com/macysgives) for more information.

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

<https://www.businesswire.com/news/home/20190501005201/en/>



Make this Mother's Day extra special with thoughtful gifts across fashion, home and beauty from Macy's. TonyMoly Hydration Heroes Green Tea Skincare Set, \$39. (Photo: Business Wire)

"We are delighted to celebrate all of the mothers who bring so much love, style and personality into our lives every day," said Durand Guion, vice president, Macy's Fashion Office. "We've created a selection of gifts for every kind of woman that will highlight their uniqueness and create a sense of long lasting appreciation. From the style-savvy muse to the beauty and wellness enthusiast, we have the perfect present for that special mom in our lives."

Macy's Fashion Office curated a wide variety of items that allow customers to select thoughtful gifts that are unique to each mom, whether that is overstated or understated fine jewelry, versatile and stylish dresses, the best running or fashion shoe, the "in" beauty product, or the centerpiece she's been eyeing to complete her living room.

Additionally, [macys.com](https://www.macys.com) now has an endless aisle of select products for shoppers through

Macy's vendor direct program, which allows the online store to offer more choices for Mom. Now offering a wider selection than ever before in apparel, home and beauty, it makes shopping online for that special gift an easy task.

Fashion and Accessories

Mom deserves to feel remarkable on Mother's Day and every other day! Macy's has the perfect stylish picks for just that. There's no way to thank Mom enough for all she does, but Macy's stunning assortment of fine jewelry is sure to dazzle her. From timeless diamond earrings to symbolic birthstone pendants, Le Vian gemstone rings, and emeralds by Effy, find a gift she's going to love. To give Mom a little springtime flair, check out fun handbags like a floral tote from Coach or a crisp white satchel from I.N.C. Colorful dresses featuring lace detailing or spring florals are Mother's Day brunch style statements, especially when paired with effortlessly chic slides or block-heeled sandals. Relaxation is the ultimate luxury she deserves, so encourage Mom to pamper herself with cozy pajamas from Charter Club and Alfani. Keep Mom stylishly organized with zip wallets from Em John. Available at [STORY at Macy's](https://www.story.com), this adorable accessory comes in all the colors she loves and will add a pop of color to her everyday style.

Looking for something stylish and practical to help with Mom's busy schedule? Macy's limited-edition Watch Drop is returning just in time for Mother's Day and Father's Day. The unique women's watches are created for Macy's by brands like Coach, Movado and Michael Kors. These timepieces dropped on April 24, and are available in select Macy's and on macys.com/watchdrops.

Beauty

Give Mom a statement gift with the perfect signature scent or expand her fragrance wardrobe and gift something new. From classics to new favorites, or gift sets to travel sizes, Mom will appreciate a fragrance that will last long after the celebration. For the woman who's into beauty's newest trends, an assortment of clean skincare products is just the thing to help her treat herself. Face masks with notes of rose and green tea ingredients from TONYMOLY, Korres and Caudalie will create a soothing, aromatic experience.

Or what better way to celebrate Mom's uniqueness than with a personalized beauty service? Macy's offers a number of spa-style services in select stores, most of which are complimentary, including mini facials, trend tutorials, and customized treatment product demonstrations from popular brands. Request a list of "Macy's Signature Services" at your local beauty counter or search through a selection of Beauty Services at macys.com to pick the perfect one for her.

Home

Whether the plan is hosting a Mother's Day brunch or seeking the perfect gift, Mom will appreciate new entertaining pieces to make her the host with the most. Martha Stewart Collection flatware, glassware and serveware make a statement on the table, year-round. Gadgets that slice, dice and make food look nice are a great choice for the culinary queen. Give Mom or the expectant mother a day off to lounge in comfortable bathrobes, memory foam pillows and plush comforters from Charter Club or splurge and spoil her with a new mattress from Purple, Bedgear or Hotel Collection. Luggage is the best gift for the woman on-the-go or the one going on vacation. With an extensive selection of hard-sided and soft-sided spinners and many color options, luggage will inspire the wanderlust in her. Brighten this Mother's Day with a colorful assortment of home gifts from STORY at Macy's, like a collapsible cup from STOJO, made from recycled plastic, it's the perfect gift for the Mom on-the-go. To delight and help Mom unwind, Macy's Wine Cellar has the perfect range of bottles and gift sets — from beautifully packaged Champagne and Prosecco to fine Bordeaux and crystal glasses. With prices starting at just \$24.99, there's something for every taste and budget. Check out macyswinecellar.com/gifting for more ideas.

If you're crunched for time, Macy's also offers gift cards; a Buy Online, Pickup In Store option; and appointments with MyStylist @ Macy's, a free personal shopping service! Want more gift ideas? Check out Macy's Mother's Day Gift Guide at macys.com/Gifts to learn more about the Gifts We Love, get inspiration, and shop the curated assortments for everything you need this Mother's Day.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190501005201/en/>

Erica White, Macy's Media Relations
646-429-7470; erica.white@macys.com

Bailey Thomas, Macy's Media Relations
646-429-7447; bailey.j.thomas@macys.com

Source: Macy's

