

April 28, 2021



# For The Moms That Do It All, Find The Gift That Says It All At Macy's

Visit [Macy's Mother's Day Gift Guide](#) for the ultimate gift inspiration for every Mom

*Give back this Mother's Day by rounding up in-store purchases (up to \$0.99) and donate the change or donate online at [macys.com](#) to March of Dimes*

NEW YORK--(BUSINESS WIRE)-- This Mother's Day, pamper the Moms who do it all with thoughtful gifts from Macy's (NYSE:M). From luxe items to gifts under \$100, \$50 and \$25, online or in store, finding Mom that special item is more convenient than ever. Plus, whether she's running a virtual 5k, juggling work and homework or is the social butterfly of the family, Macy's easy-to-use [Mother's Day Gift Guide](#) helps customers discover the perfect gift for her unique personality and style. Throughout the month of May, Macy's joins March of Dimes in their mission to support healthy Moms and strong babies by inviting customers to round-up their in-store purchase to the nearest dollar (up to \$0.99) and donate their change, or donate online at [macys.com](#), to benefit March of Dimes.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20210428005557/en/>

"We have a beautifully curated assortment of gifts to help show appreciation for all that Moms do and the love they bring into our lives," said Durand Guion, vice president, Macy's Fashion Office. "This year we celebrate every Mom's personal style, through the lens of the multiple roles she plays. From the wellness guru to foodie of the family and ranging from the ultra-luxe to under \$25 - we have the perfect gift that Mom will love."

## **Give. Love. Believe.**

This year, Macy's Mother's Day campaign is celebrating the "she-ro" of the family, who has taken on everything and then some during this challenging year. In Macy's Mother's Day commercial, the true expression of love is explored through the thoughtfulness of gift giving. For the women who are balancing virtual school, work and family life, this spot showcases the emotions behind a special gift that makes our matriarchs feel appreciated for all they do.

## **Great Gifts At Every Price**

*\$25 and under*

- [Caudalie Hand and Lip Set](#)
- [Jenni Pajama Shorts](#)
- [Rifle Paper Co. Strawberry Fields AirPods case](#)
- [Thirstystone By Cambridge Slim Can Cooler](#)
- [Da Bomb Mom Bath Bomb](#)
- [Simply Natural Scents Cherry Blossom Body Mist](#)



Find the perfect gift for Mom at Macy's; Ideology Performance Zip Up, \$24.50 (Photo: Business Wire)

- [Ideology Performance Zip Jacket](#)
- [Created for Macy's 3-pc. Skinny Satin Scrunchie Set](#)

*\$50 and under*

- [Created for Macy's Mother's Day Beauty Set](#)
- [Apotheke x Framed Florals Hinoki Lavender Limited-Edition Candle](#)
- [Guess Savan Slides](#)
- [Hot Air Popcorn Maker](#)
- [Infinity Roses Single Real Rose](#)
- [LAFCO New York 6.5 oz Candle](#)
- [Corkcicle Prism Stemless Double Walled Glass Set](#)
- [Greendigs Live Pilea Plant in 5" Ceramic Pot](#)

*\$100 and under*

- [Philosophy Amazing Grace Mother's Day Gift Set](#)
- [JBL LIVE 400BT Wireless Headphones](#)
- [INC Ruffle Sleeve Pullover](#)
- [Ralph Lauren Romance Eau de Parfum](#)
- [Kendra Scott Vintage Gold-Tone Pendant Necklace](#)

- [Lomi Sunrise Clock with Himalayan Salt Lamp](#)
- [Crux 3.7 QT. Air Fryer](#)
- [Juicy Couture Via La Juicy 3-Pc. Gift Set](#)

### *Luxe Gifts*

- [Coravin Model Eleven Wine-Collector Pack](#)
- [Bulova Rubaiyat with Mother-Of-Pearl Dial and Diamond Accents](#)
- [DryBar Single Shot Round Blow-Dryer Brush](#)
- [Michael Kors Carter Tote](#)
- [Aerogarden Harvest Slim](#)
- [Coach Tabby Shoulder Bag 26 in Pillow Leather](#)
- [Brahmin Caroline Satchel](#)
- [Carolina Herrera 3-pc. Set](#)

### **Macy's Wine Shop**

Give Mom a way to unwind with a selection of wines from the world's top vineyards available from Macy's Wine Shop. Whether you're giving a bottle or a case, choose her favorites or a pre-selected assortment curated by experts that arrive straight to your door within two to

three days. Plus, just in time for Mother's Day, the Macy's Wine Shop will be offering 25 percent off site-wide through May 9 with code 25FORMOM. Discover the extra special sipping experience today at [macyswineshop.com](http://macyswineshop.com).

## **Blondery**

Not able to be with Mom this Mother's Day? Send her something sweet instead! Macy's is partnering with virtual bakery Blondery to offer customers across the country a distinctive collection of blondies through a convenient shopping experience. The delicious delicacies are created by Auzeais Bellamy, a professional pastry chef and life-long advocate for women and people of color, and available exclusively on [macys.com](http://macys.com). Some of the must-have bites currently available include: a sampler variety pack, mini birthday cake variety box, a bundle of cake jars and an eleven-layer cake. Orders are recommended to be placed by 10 a.m. on Wednesday, May 5, for delivery by Mother's Day.

## **Personal Stylist**

With both virtual and in-person appointments, Macy's Personal Stylists are ready to help find the right gifts for every Mom in the family. Additionally, these shopping experts can help make this Mother's Day special by finding home entertaining items for each and every socially distanced celebration. To make an appointment, visit [macys.com/personalstylist](http://macys.com/personalstylist).

## **Macy's Gift Cards Always Fit**

Struggling to find the right gift? Give them a Macy's gift card and let them select something they love or double the gift by also booking a Personal Stylist appointment for two gifts in one. For long distance celebrations, you can still let Mom know she's special by sending her an e-gift card.

## **About Macy's**

Macy's is America's Department Store. For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by [macys.com](http://macys.com), our award-winning mobile app, and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through 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. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities. For more information, please visit [macysinc.com](http://macysinc.com).

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