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macys inc

Becca Tilley Partners With bar iii for Exclusive Macy's Collection

Becca Tilley x bar III is a colorful and chic collection designed by the influencer and television personality for her followers

NEW YORK--(BUSINESS WIRE)-- This fall, Macy's is collaborating with influencer, podcast host and television personality Becca Tilley on an exclusive collection, Becca Tilley x bar III. Becca designed an assortment of bar III pieces inspired by her personal style in partnership with the creative team at Reunited Clothing. The collection created for Macy's is comprised of dresses and separates made to feel accessible and aspirational to her large social media community of fans.

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

<https://www.businesswire.com/news/home/20191009005394/en/>



“Working on this bar III collection has been a dream come true,” said Becca Tilley. “I designed it to include everything young women need in their closets. The pieces are on trend and ready for anything, from meetings at the office to a casual day hanging out with friends. Working with Macy's gave me the opportunity to take what my followers have always loved about my style and develop versatile pieces to help them feel confident and chic.”

This collection is made for the woman on-the-go, featuring pieces inspired by Becca's fun personality and lifestyle with bold neon hues, textured fabrics, and basics that last all season. Classic fall staples get a fresh update with menswear-style suiting in feminine silhouettes, while animal print pieces are paired with leather pants and skirts for an added edge. Pops of pink and fall plaids round out the collection with a polished finish. Becca Tilley x bar III provides a modern, busy woman with options to take her from day to evening.

Find your new fall go-to pieces with the Becca Tilley x bar III collection, launching online at

“Becca Tilley's multi-faceted passions and impeccable personal style made her an ideal

macys.com and in select Macy's stores on October 9, \$39.50 - \$129.50. (Photo: Business Wire)

choice for our first bar III collaboration," said Durand Guion, vice president, Macy's Fashion Office. "We are thrilled to bring this

exciting capsule collection to Macy's."

The Becca Tilley x bar III collection, priced from \$39.50 to \$129.50, is available now on macys.com and in select Macy's stores.

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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