

August 2, 2018

macys inc

Macy's Launches Limited-Edition Zoe by Rachel Zoe Fall Capsule Collection

The exclusive line, featuring chic and glamorous looks for every occasion, will be available in 152 Macy's stores and on macys.com in August

NEW YORK--(BUSINESS WIRE)-- Rachel Zoe, known globally for her red-carpet styling and bohemian yet glamorous designs, has created a limited-edition fall capsule for Macy's, Zoe by Rachel Zoe. This exclusive, ready-to-wear collection has everything the multi-hyphenate woman needs to transition her look from a day at the office to a night out on the town. Zoe by Rachel Zoe adds glamour to feminine suiting with bold floral prints, metallic shoes and rich fabrics and patterns. Fans can shop a sneak preview of the collection now on macys.com and in select stores starting Aug. 15. Available for a limited time, each head-turning item will make this fall the most sophisticated and glamorous one yet.

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

<https://www.businesswire.com/news/home/20180802005463/en/>



"The mission of the Rachel Zoe brand has always been to empower women to live a life of style. I am beyond excited to introduce this exclusive collection for Macy's designed to reach even more women and inspire them to look and feel their best," said Rachel Zoe.

A staple of the Zoe by Rachel Zoe collection is the juxtaposition of feminine pieces with structured designs that offer women the freedom to mix up their everyday look. Houndstooth prints and tweed textures take form in tailored pants, chic dresses and modern blazers. Flowing dresses with metallic stripe detail and delicate blouses pair perfectly with metallic platform sandals. A crisp shirt with an intricate neckline and a simple silhouette flatters a woman's curves and boosts her confidence. The exclusive collection by the top stylist and designer caters to the power woman looking for effortless and versatile fashion.

"Rachel Zoe is a favorite among our customers and celebrities for a reason – she delivers on glamour and sophistication, but

A staple of the Zoe by Rachel Zoe collection is the juxtaposition of feminine pieces with structured designs that offer women the freedom to mix up their everyday look, catering to the power woman looking for effortless and versatile fashion. The Zoe by Rachel Zoe collection, priced from \$89 to \$169, is available now on macys.com and in select Macy's stores beginning August 15. (Photo: Business Wire)

also femininity," said Cassandra Jones, senior vice president of Macy's fashion. "This fall, she has created a limited-edition collection exclusively for Macy's that embodies female empowerment while remaining true to her signature style and design. From every day classics to statement pieces, every Zoe by Rachel Zoe item promotes confidence and style."

The Zoe by Rachel Zoe collection, priced from \$89 to \$169, is available now on macys.com and in select Macy's stores beginning August 15.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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. 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, 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.

About Rachel Zoe

Determined to make her love of luxury and glamour accessible to all, Rachel launched her line in 2011. Zoe started her career as a world-renowned stylist revolutionizing the styling business and inspiring future generations of stylists. Zoe has been recognized on countless most influential lists from virtually every domestic and international fashion and financial publication. Followed by her expansion into jewelry and accessories in 2012, Zoe continues to lend her expertise as a stylist and editor, as well as her acclaimed aesthetic, to her collection each season. With designs that incorporate gold details, luxe fabrics, menswear-inspired tailoring and bohemian elegance, the collection epitomizes its renowned founder, Rachel Zoe. You can find Rachel Zoe Collection at ShopRachelZoe.com and in over 200 stores around the world.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20180802005463/en/>

Macy's Media Relations
Silvia Osante, 646-429-5241
silvia.osante@macys.com

or

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

Source: Macy's