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Find Remarkable Fall Fashion at Macy's

Fall in love with fall fashion trends from Macy's Presents The Edit, curated by Macy's Fashion Office, and check out new "How to Wear It" content

Must-have fall collections include INSPR, Skinnygirl Jeans and Levi's Limited Collection

'Remarkable You' fall campaign spot features remarkable women paving the way for future generations

NEW YORK--(BUSINESS WIRE)-- As fall ushers in cool, crisp weather, Macy's fashion, accessories, beauty and home products are a source of inspiration to help navigate the season, dress with confidence, and find the most remarkable version of ourselves. Inspired by the turning of a new leaf, the season's easy and breezy fashion options serve as transitional pieces for the cooler months. Curated by Macy's Fashion Office experts, these trends can be explored in [Macy's Presents The Edit](#), the digital destination for of-the-moment assortments, where customers can explore how to style their favorite *It List* items in the new "How to Wear It" section. Self-expression is evident and powerfully relayed in "[Remarkable You](#)," Macy's new television spot which showcases six women as they each take on their day.

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

<https://www.businesswire.com/news/home/20180910005520/en/>

"Fall is one of our most trend-focused seasons, with high fashion and elevated dressing at the forefront of all we do," said Cassandra Jones, senior vice president of Macy's Fashion. "The seamless curation and selection of items stems from our belief that if you look good, you'll feel good, and we want unique fashion options to spark that feeling. This fall, our customers will see this message in 'Remarkable You,' featuring relatable women who are using fashion as a means to discover their remarkable selves."

Macy's new television spot, "[Remarkable You](#)," follows six inspiring and remarkable women who are paving the way for future generations. Underscored by No Doubt's iconic anthem "Just a Girl," the spot follows them during their morning dressing ritual and their jobs, showing how fashion is their armor and equips them with confidence to take on the day. The incredible heroines include Tiffiny Blacknell, a working mom and public defender; Mishaal Ashemimry, an aerospace engineer; Patricia Valoy, a civil engineer; Vanessa Beckman, a 4th grade teacher; JoAnn Falletta, an orchestra conductor; and Becky Hammon, a professional men's basketball assistant coach. While they are each different, the six diverse women find their own remarkable selves through their interpretation and styling of fall fashion trends and must-haves, reminding viewers that they, too, can find the best of fall fashion and themselves at Macy's. From launching a rocket into orbit to inspiring young minds, we all have the potential to do remarkable things.

Produced by Macy's agency BBDO New York, the 30-second spot will run on network and



INSPR by Natalie Off Duty features matching sets with romantic ruffle and ruching detail. Get this look and other pieces exclusively at Macy's at The Market @ Macy's and online at [macys.com](https://www.macys.com) starting September 12. (Photo: Business Wire)

edition fall capsule, Zoe by Rachel Zoe, giving the multi-hyphenate woman everything she needs to seamlessly transition from day to night. Statement jackets get a sporty update with moto and athleisure looks paired perfectly with flowing skirts and patterned dresses. Women can conquer each day with a bold red bag perfect for holding the day's essentials, and add edge to a classic look with statement sneakers. Metallic shoes and boots will command the attention of any meeting. Add an unexpected twist to hair with cool headbands, barrettes and clips. Complete the head-to-toe look with fishnet and metallic hosiery sure to complement any outfit.

Leading the fashion charge this fall is the launch of INSPR with social media superstar Natalie Lim Suarez of [Natalie Off Duty](https://www.natalieoffduty.com). The limited-time collection speaks to some of the best trends of the season featured on Macy's It List with statement sleeves, ruffles and ruched silhouettes. The first collection will be available at [macys.com](https://www.macys.com) starting Sept. 12 and in select stores at The Market @ Macy's on Sept. 15. INSPR is a new kind of brand focused on high quality, high fashion product through limited-edition collections at an affordable price. INSPR collaborations with designers and creators will always reflect the latest trends in fashion.

cable from Sept. 9 to Oct. 6, with a longer form 60-second spot running online during that same time. The campaign will also run on Macy's social platforms, including Facebook and Instagram.

Supporting the campaign film will be two unique Instagram Story executions occurring weekly on @macys: "The Pretty*Smart Shopping Experience," which allows followers to shop for products that represent the duality of women today, beyond a singular fashion message; as well as the "Remarkable Templates" which allow followers to capture and share their own remarkable selves.

Fall Fashion Trends

This fall, customers will find their remarkable with the help of Macy's curated assortment of great fall fashion trends. For women, fun, feminine suiting in modern plaid prints will make heads turn, while midi-length dresses in ethereal floral designs allow for all-day comfort and glam. Fashion icon Rachel Zoe brings her glamorous, bohemian designs exclusively to Macy's with a limited-

Also coming to The Market @ Macy's this September, is Skinnygirl Jeans, a body inclusive line that celebrates all women launched by ONE Jeanswear Group and Bethenny Frankel. With jeans for every(body), the line features denim, knit tops, and jackets including a range of denim fits in sizes 24 – 34 and 14W - 24W. The collection launched first at select The Market @ Macy's locations on September 9. To kick off the launch, Bethenny Frankel will be at Macy's Herald Square in New York City on Sept. 12, from 6 to 8 p.m. showing off the collection. Visit macys.com/events for more information.

Menswear gets a modern and casual upgrade this fall with trendy pieces curated by our Fashion Office experts. Joggers and track pants are juxtaposed with leather bomber jackets and denim truckers creating a cool and effortless style. Bright color loafers and dress shoes paired with dark denim and letterman-style sweaters add a touch of fun to a sophisticated look. Customers can mix up their traditional fall pieces with creative layering and matching athleisure sets. Camouflage and subtle plaid patterns add a nice flair to outerwear and suiting, sure to make this fall the most stylish yet. This fall, Macy's will also celebrate men's accessories with the launch of its first-ever "Watch Drop" program, featuring limited-edition watches from 11 famed brands, all created or re-issued for Macy's with a story to tell – from vintage and retro styles to a celebration of a special occasion. Every Wednesday until Oct. 24, and on Nov. 14 and Nov. 21, a participating brand will release a watch (or watches) in limited quantity. Check out macys.com/watchdrops for the upcoming drops.

The Levi's Limited Collection created for Macy's is inspired by the 90s with vintage sportswear and denim pieces for both men and women. Ladies can add a pop of color to fall layering with quilted bomber jackets, denim windbreakers and embroidered jeans, all in Levi's signature red, white and blue. Varsity-style stripe detail gives a modern touch to classic t-shirts and jeans. Men's pieces include trucker jackets with a fresh baseball collar, bombers in show-stopping red corduroy and reversible options, and tapered denim that make jumping back to the 90s easy. The classic tees feature iconic sportswear logos in chenille for an elevated look. All pieces are available in-store and on macys.com.

Fall Beauty

There's no lack of drama and power-looks this season in beauty with products and trends that will allow self-expression and add remarkable flair. Customers will turn heads on a night out with a glitter or metallic eye and a high-shine highlighter to give off ethereal vibes. For a more feminine and structured appearance, try a power gaze look with a strong brow, a jet black cat eye and a full lash. This look is all about a powerful eye and can be taken from day to night. After that glam night out, the makeup must come off and give skin a chance to breathe and recover. Macy's new and natural skincare favorites, like RITUALS, IT Cosmetics, Sunday Riley, Murad, and Mario Badescu are a few brands that will give that fresh-faced feel to be ready to tackle the day or night.

To complete the look, find your own remarkable scent this fall. Macy's makes it easy to build a personal fragrance wardrobe, with an array of sprays for all of life's occasions – select from six different scent families (fresh, floral, sweet, citrus, spicy, woody). JOY by Dior, the newest fragrance to the Dior franchise, is the must-have fragrance of the season. The vibrant combination of flowers, citrus, wood and musk create a remarkable feeling of JOY! Jennifer Lawrence brings a fresh and youthful presence and excitement as the new face of the line.

Fall Home and Entertaining

Throughout autumn, Macy's home assortment is grounded in remarkable touches of natural design consisting of rich and unfinished woods, burnished metals and lived-in textiles. Customers will be able to transport their home to that of a modern farmhouse, defined by spacious and functional aesthetics. Whether redecorating or entertaining this fall, create a crossover between traditional and contemporary with a nostalgic assortment that marries the warmth and simplicity of a Martha Stewart Collection farmhouse quilt with the modernity of Thirstystone marble crudité and cheese boards. Galvanized and worn-in metals from Hotel Collection are the hottest trend in barware this season, and craft items, such as the Kilner Butter Churner and Asobu Cold Brew Coffee Maker, are novelty must-haves in the kitchen.

For more inspiration on this season's must-have's in fashion, beauty and home, head over to [Macy's Presents The Edit](#) and check out the new "How To Wear It" page.

In-store Shopping Parties

In celebration of fall fashion, Macy's will host 55 in-store shopping parties that highlight tips for finding the remarkable you through fashion. The shopping parties, taking place in stores across the country throughout September, will feature Macy's Presents The Edit and It List items. Customers will enjoy fashion, food and fun with activities like the interactive INC style challenge prize wheel. Visit macys.com/events for more details and a list of events.

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.

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