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macy's inc

Macy's is All Heart This February with Great Gifts for Valentine's Day and Special Savings in Honor of American Heart Month

Get the Latest in Fashion, Accessories, and Valentine's Day Gifts at Special Savings Feb. 4-8 as Part of Macy's National Sponsorship of Go Red For Women

NEW YORK--(BUSINESS WIRE)-- Valentine's Day is that one time of year where you can relive the romance, remember the first time you laid eyes on your beloved, and revisit all the funny moments you've shared. To celebrate this amorous holiday, Macy's is offering whimsical and irresistible gifts of love along with special savings from the heart.

In honor of American Heart Month and National Wear Red Day on February 6, Macy's will celebrate with weekend-long savings (Feb. 4-8) for those who wear red or purchase a Go Red For Women Red Dress pin for \$2. All pin proceeds will benefit the American Heart Association's Go Red for Women movement and customers will get 20 percent off a broad selection of merchandise throughout the store. Macy's is a national sponsor of Go Red For Women, helping to raise more than \$18 million for the cause since 2004.

From the latest in accessories to this season's top fragrances, Macy's is the place to buy your love, something they'll truly love.

Cupid's arrow is on target with the latest in jewelry. Diamonds are always a girls' best friend, especially a 2-carat diamond heart locket and bracelet or a beautiful Murano glass necklace and bracelet. Statement necklaces made of Swarovski crystal or a box set of inspirational jewelry are great ways to say I Love You. Chandelier earrings, rings and bangles with floral accents by Erika Lyons and Guess are great gift ideas as well.

Wrap the love of your life in your arms, and also in a trendy scarf. Add to your collection with a scarf in a lightweight fabric like silk, gauze or jersey by Charter Club. Look for great new styles, which come in a rainbow of colors, including pink, coral, green, yellow, blue and prints by Ed Hardy. Neck wraps are in style, and so are pashminas by Jones New York.

Time may have stood still during that first encounter, but now give your love the gift of time with the most fashionable watches around. This Valentine's Day, think color and florals. Look for watches with colorful bands for both women and men from Kenneth Cole and Nautica. There will also be plenty of color on watch faces from Guess and G Shock. Love is in the air on Valentine's Day and on watches with theme dials such as butterflies, hearts and flowers from Lucky Brand, Anne Klein and Fossil.

Shower your sweetheart with kisses and the top fragrances of the season. For the classic

woman, try Ralph Lauren's Romance Always Yours. He or she will know they're The One by Dolce and Gabbana. Ladies, crown your man king with I Am King from Sean John, exclusively at Macy's.

Let their heart skip a beat with fashionable gifts for both him and her. Ladies fashion trends will concentrate on dresses and sensual tops with romantic sleeve details. All eyes will focus on the waistline with drop waist, belted, and sashed tops. Plus, this Valentine's Day is all about embellishment such as stones, beads and sequins. Graphic print Love Tees make a great gift for her. Lacoste solid polos for him are a great Valentine's Day buy, especially since they come in a variety of colors. Geoffrey Beene ties are another gift option with a heartfelt message - Geoffrey Beene Gives Back (R) is honoring Macy's national sponsorship and supporting the American Heart Association's Go Red For Women movement with a \$100,000 contribution.

Don't keep your secret crush hidden any longer; instead reveal yourself with the newest styles in intimate apparel. Silk and satin are sexy this season, and come in a mixture of innerwear and outerwear, such as babydolls in Valentine red and pink by Jones and Biatta.

Make your little valentine smile with a two-fer vest in an all-over heart print for girls 7-16. In little girls, fashion is all about Hello Kitty. Hello Kitty screen print and light-up tops, skorts, tunics, and matching leggings are a hit with little girls.

Still not sure what to buy your Valentine? Everyone loves an Electronic gift card. They can be used at anytime and are perfect for that special someone.

Whatever your heart's desire - to delight, surprise, amuse or woo - Macy's has the perfect object of affection for your object of affection!

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions - Macy's East, Macy's Florida, Macy's Central, and Macy's West - and an online store at macys.com.

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