

July 21, 2011

macy's inc

Karl Lagerfeld Set to Design Next Capsule Collection for Macy's "Impulse" Department

Be the first to shop the limited-time collection on Aug. 31 at 235 Macy's stores and on macys.com

NEW YORK, Jul 21, 2011 (BUSINESS WIRE) --

Macy's (NYSE:M) today revealed details regarding its collaboration with Karl Lagerfeld for a capsule collection set to launch in Macy's "Impulse" departments this fall.

Featuring limited-edition women's apparel pieces reminiscent of the designer's signature style, "Karl Lagerfeld for Impulse Only at Macy's" will be sold in approximately 235 Macy's stores nationwide and on macys.com beginning Aug. 31.

"To me Macy's is the perfect department store in the United States where everybody can find what they're looking for without ruining their budget," said Karl Lagerfeld. "That's why I am happy to make this limited collection just for Macy's."

The Karl Lagerfeld capsule has a sophisticated aesthetic that weaves rich fabrics and chic silhouettes together to create a collection with a modern and versatile twist. The collection is a blend of refined dresses, airy tops, modern tweeds and his signature high-collared neck, priced on average from \$50 to \$170. A juxtaposition of color and graphic pattern create a vision of modern styling, while a tailored tuxedo dress with pin tucking exemplifies eternal elegance. The color palette ranges from soft to shocking pink and grey to noir. Collectible t-shirts and comfortable jackets mixed with crocodile print combine with chic leggings to give the collection a refreshing rock 'n' roll edge.

"Karl Lagerfeld is one of the most celebrated designers of our time," said Jeff Gennette, Macy's chief merchandising officer. "His participation in Macy's designer capsule initiative marks a very fashionable milestone. A true representation of his iconic style, Karl Lagerfeld's exclusive collection for Macy's adds a new dimension of attainable luxury for our customers."

Fashion designer, publisher, artist and photographer, Karl Lagerfeld is the master of reinvention. Lagerfeld helms his namesake fashion house and the Italian house Fendi and Chanel.

"Karl's collection for Macy's offers a contemporary spin on his signature aesthetic, featuring versatile, easy-to-wear pieces with a modern twist," said Nicole Fischelis, Macy's group vice president and Fashion Director. "His passion and creative genius are deeply reflected in this collection, highlighting his ever evolving perspective to the fashion customer."

Additional designers in the series will be announced individually in advance of each capsule. For more information about "Karl Lagerfeld for Impulse only at Macy's" and Macy's designer capsule collection series, please visit www.macys.com/pressroom. To shop this collection, please visit www.macys.com/impulse.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer 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(R) and the Macy's Thanksgiving Day Parade(R), as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6800231&lang=en>

SOURCE: Macy's

Macy 's

Julie Strider, 646-429-5213

Julie.strider@macys.com

or

Alison Kmiotek, 646-429-7449

Alison.kmiotek@macys.com