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macy's inc

Bar III Bedding Line Launches Exclusively at Macy's

Contemporary textile collection pairs affordable modern design and mix-and-match patterns

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced the launch of exclusive bedding line **Bar III**. Now available in 100 Macy's stores and on macys.com, the modern and versatile collection follows on the heels of successful spring 2011 debuts of women's and men's fashion collections of the same name and sensibility. Affordably priced from \$40-\$250, the urbane line pairs bold graphics, subtle textures and a gender-neutral aesthetic in a fashion-forward way that appeals to the style-savvy, contemporary customer.

Bar III Pinball Bed, only at Macy's (Photo: Business Wire)

“Bar III is the latest in our cache of exclusive, private brands,” said Laurene Gandolfo, executive vice president of Macy's Home Private Brands. “This trend-right label was

embraced by Macy's 'Impulse' fashion customers when the line launched earlier this year, and now we hope it will resonate with our Home department shoppers through our Bar III bedding collection.”

Anchored in a neutral color palette of black, graphite, taupe and deep blue, **Bar III** is distinguished by unexpected decorative details and modern styling. Available in twin, twin extra-long, full, queen, king and California king, the collection is composed of five beds – Pinball, Garment Wash, Puffer, Textured Stripe and Vintage Scroll. The number and variety of coordinating pieces allow the customer to easily customize their bed to their taste. Textured decorative pillows and sheet sets in heathered neutrals and bold ikat prints complement the entire assortment.

“The **Bar III** bedding collection represents modern simplicity at its finest,” said Stephen Cardino, vice president and fashion director of Macy's Home Store. “The combination of relaxed, easy-care fabrications and patterns designed to be intermixed results in a contemporary bedding line characterized by a sense of individualism and casual sophistication.”

About Bar III

Bar III launched exclusively in Macy's stores and on macys.com in February 2011 with contemporary women's and men's clothing collections as part of the retailer's “Impulse” department. Featuring design that is versatile and fashion-forward, the brand speaks to a young, style-savvy customer looking for distinctive pieces that can be mixed with a high/low wardrobe ranging from denim to designer apparel.

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® and the Macy's Thanksgiving Day Parade®, 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=6815920&lang=en>

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