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Rachel Rachel Roy Launches Exclusively at Macy's

Debut Collection Features Roy's Design Aesthetic with Accessible Fashion

NEW YORK--(BUSINESS WIRE)-- Rachel Roy's new diffusion line, Rachel Rachel Roy, has rolled into more than 80 Macy's stores exclusively just in time for the fall fashion season. The collection - a fresh and edgy take on Ms. Roy's signature design aesthetic - offers contemporary sportswear, footwear and accessories that embody an uptown meets downtown point of view.

"Rachel Roy has an incredible fashion sensibility and design integrity, and her new Rachel Rachel Roy collection at Macy's is feminine, individualistic and versatile," said Nicole Fischelis, Macy's Fashion Director for Ready To Wear. "This is exactly the type of newness that gets the customer excited about fashion again. I think she will really love this collection."

Offering designer-infused product at affordable prices, Ms. Roy designed the collection for Rachel Roy's younger sister, expressing a fresh version of glamour and youthfulness that reflects today's urban sophistication. Elements of downtown cool and uptown chic are blended - pattern mixing, pairing of opposites, and individualism. Bright patterns and unique prints are also seen in the collection. A key group focuses on a graffiti print featured in select apparel, shoes and handbags in stores now. The Rachel Rachel Roy customer can find her whole wardrobe in the collection from chunky sweaters to t-shirts with great details, print leggings, leather bombers and party dresses for all occasions. The line will retail from \$59 to \$299 for sportswear, \$79 to \$199 for footwear, \$40 to \$195 for jewelry and \$69 to \$109 for handbags.

"I'm always inspired by women I meet - how they dress, how they put outfits together," said Rachel Roy, founder and artistic director. "The art of fashion and seeing it come to life through personal expression and interpretation is a huge catalyst for me. Accessible fashion has always been a passion of mine and was a priority consideration in creating the Rachel Rachel Roy collection for Macy's. I chose to design the collection for the younger sister of Rachel Roy."

Rachel Rachel Roy is available now exclusively in select Macy's stores and later this month on macys.com.

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. 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.

Editor's Note: Rachel Roy is available now exclusively in the following select Macy's stores and on macys.com:

Ala Moana, Honolulu, HI

Aventura, Aventura, FL

Bellevue Square, Bellevue, WA

Beverly Center, Los Angeles, CA

Biltmore Fashion Park, Phoenix, AZ

Boston (downtown), Boston, MA

Burlington, Burlington, MA

Castleton Square, Indianapolis, IN

Cherry Hill, Cherry Hill, NJ

Corte Madera Village, Corte Madera, CA

Dadeland, Miami, FL

Del Amo Fashion Center, Torrance, CA

Fashion Show, Las Vegas, NV

Fashion Valley, San Diego, CA

Fayette Mall, Lexington, KY

Fox Valley, Aurora, IL

Freehold Raceway, Freehold, NJ

Fresno Fashion Fair, Fresno, CA

Galleria Houston at Hildago, Houston, TX

Garden State Plaza, Paramus, NJ

Glendale Galleria, Glendale, CA

Mall at Green Hills, Nashville, TN

Hamilton Mall, Mays Landing, NJ

Hawthorn Center, Vernon Hills, IL

Herald Square, New York, NY

Kenwood Towne Centre, Cincinnati, OH
Lehigh Valley, Whitehall, PA
Lenox Square, Atlanta, GA
Manhasset, Manhasset, NY
Manhattan Beach, Manhattan Beach, CA
Mayfair, Wauwatosa, WI
Memorial City, Houston, TX
Miami International, Miami, FL
Minneapolis (downtown), Minneapolis, MN
Monmouth, Eatontown, NJ
Monterey del Monte Center, Monterey, CA
Montgomery, Bethesda, MD
Natick Collection, Natick, MA
Newport Center, Jersey City, NJ
Northbrook Court, Northbrook, IL
Northpark Center, Dallas, TX
Northpoint, Alpharetta, GA
Northridge Fashion Center, Northridge, CA
Northshore, Peabody, MA
Oakbrook Center, Oak Brook, IL
Orlando Millenia, Orlando, FL
Oxmoor Center, Louisville, KY
Perimeter, Atlanta, GA
Plaza Las Americas, San Juan PR
Pleasanton Stoneridge, Pleasanton, CA
Providence Place, Providence, RI
Meadowwood, Reno, NV
Ridgedale, Minnetonka, MN
Roosevelt Field, Garden City, NY
Rosedale Center, Roseville, MN
Roseville Galleria, Roseville, CA

Ross Park, Pittsburgh, PA
Union Square, San Francisco, CA
Scottsdale Fashion Square, Scottsdale, AZ
Downtown Seattle, Seattle, WA
Sherman Oaks, Sherman Oaks, CA
Smith Haven, Lake Grove, NY
Somerset Collection, Troy, MI
South Coast Plaza, Costa Mesa, CA
Southdale Center, Edina, MN
South Hill, Puyallup, WA
St. Louis Galleria, St. Louis, MO
Stanford, Palo Alto, CA
State Street, Chicago, IL
Staten Island, Staten Island, NY
Temecula Promenade, Temecula, CA
Thousand Oaks, Thousand Oaks, CA
Topanga, Canoga Park, CA
Twelve Oaks, Novi, MI
Tysons Corner Center, McLean, VA
Valley Fair, Santa Clara, CA
Victoria Gardens, Rancho Cucamonga, CA
Walnut Creek Broadway Plaza, Walnut Creek, CA
Washington Square, Tigard, OR
Water Tower Place, Chicago, IL
Westside Pavilion, Los Angeles, CA
Woodfield, Schaumburg, IL

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6031810&lang=en>

Source: Macy's, Inc.

