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macy's inc

Matthew Williamson Revealed as Next Designer for Macy's Capsule Collection Series

"Matthew Williamson for Impulse only at Macy's" includes covetable color and print ready-to-wear pieces that will launch in select Macy's stores nationwide and on macys.com beginning April 13

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced Matthew Williamson as the second acclaimed fashion designer to take part in the designer capsule collection series for the retailer's contemporary fashion Impulse department. Launched in February 2011 with Kinder Aggugini, the series has been developed in collaboration with celebrated designers from around the globe. Rotating onto the floor every few months, each capsule offers limited-edition women's apparel pieces reminiscent of the designer's signature style. Sold in approximately 225 Macy's stores nationwide and on macys.com beginning April 13, Williamson's collection will include dresses, tops, scarves and unique leather and suede pieces that look authentically Matthew Williamson, all at an affordable price.

Dree Hemingway models the Matthew Williamson for Impulse only at Macy's collection (Photo: Business Wire)

"We are very excited to announce Matthew Williamson as the next featured collection in Macy's designer capsule collection program," said Jeff Gennette, Macy's chief merchandising officer. "Matthew's irresistible fashion sense and extensive understanding of form and proportion are in sync with what our customer is looking for when shopping for fresh style this spring."

The Matthew Williamson capsule collection will illustrate a bohemian mood full of color and print that is irresistible to the eye. Deeply reflecting Matthew's signature style, the line fuses sophisticated separates and collectible 70s-inspired dresses priced on average from \$50 - \$120, with specialty pieces selling up to \$300. Key items will include bold, graphic animal-inspired print and embellished day and party dresses, bohemian blouses, printed scarves and flirty day-to-evening rompers, all with Williamson's iconic styling. With a delicate balance of both modern and retro design, this collection and corresponding advertising campaign featuring model Dree Hemingway infuses Matthew's attitude toward fashion and life.

"Matthew's creations are seductive and sophisticated, yet unconventional," said Nicole Fischelis, Macy's group vice president and fashion director. "He's taken what's best from his runway collection and infused it into his creation for Macy's. His use of fabric manipulation and amazing color and print will take you on an adventure to an exotic location full of life, reminiscent of the 70s disco era."

"Working with Macy's on a capsule collection for spring has been a great project for our

company. It's been really enjoyable to work with such a huge, iconic U.S. retail brand and to create a collection that will be available at Macy's for a limited time only," said Matthew Williamson. "The collection aims to capture the essence of the mainline brand, with a focus on effortless glamour, dynamic prints, loosely structured silhouettes and pops of strong color. I'm thrilled to see the final collection come to life and look forward to seeing the line on the shop floor at the April 13 launch at Herald Square."

A graduate of Central St. Martins with a Bachelor of Arts in Fashion Design and Printed Textiles, Williamson began his career working freelance for Marni. From there, he worked for British design houses such as Monsoon and Accessorize. In 1997, Matthew Williamson, the namesake luxury brand was born, debuting the first collection that September during London Fashion Week. In 2002 Williamson expanded into the United States, showing his fall collection during New York Fashion Week. Williamson has since opened flagship stores in London and New York.

Additional designers in the series will be announced individually in advance of each capsule. For more information about "Matthew Williamson 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=6644693&lang=en>

Source: Macy's, Inc.