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macy's inc

Doo-Ri Announced as First Designer Collaboration for Macy's 2012 Capsule Collection Series

Continuing the popular series that began in 2011, the limited-time collection launches in select Macy's stores nationwide and on macys.com beginning Feb. 15

NEW YORK, Oct 19, 2011 (BUSINESS WIRE) --

Macy's (NYSE:M) today announced Doo-Ri Chung as the next acclaimed fashion designer to take part in the designer capsule collection series for the retailer's contemporary fashion 'Impulse' department. In its second year, Macy's capsule initiative will continue partnering with celebrated designers from the United States and around the globe. Sold in approximately 225 Macy's stores nationwide and on macys.com beginning Feb. 15, the "Doo-Ri for Impulse only at Macy's" collection will include art-inspired prints, jersey pieces mixed with leather, beautifully detailed knitwear and Doo-Ri's iconic draping, all at an affordable price.

"My clothes have always been about making women feel elegant and modern, which is why I am so excited about this capsule collection," said Doo-Ri Chung. "It truly embodies the confidence and creativity of the modern woman."

The Doo-Ri capsule reflects the designer's signature styling and treasured craftsmanship that have made her an instant success. With modest, yet fascinating details, from the choice of fabric to her signature draping, the Doo-Ri capsule is a fusion of sumptuous and collectible pieces that can easily transition from day to night. Priced on average from \$39-\$159, the collection will feature soft fabrics, art-inspired prints and feminine silhouettes, all grounded in blues and greys with red, black and orange infused throughout. Standout pieces include statement outerwear, including a trench and blazer, short and maxi length dresses, sweaters and cardigans, knit and faux leather mixed skirts and leggings, and great blouses. Offering a sneak peek at spring, the "Doo-Ri for Impulse only at Macy's" collection combines collectible pieces that are modern, versatile and wholly feminine, representing a woman that is effortlessly chic.

"We are thrilled to reveal Doo-Ri as the next and first female designer to partner with Macy's designer capsule collection program," said Jeff Gennette, Macy's chief merchandising officer. "Doo-Ri understands what women want to wear and how elements like fabric and silhouette can flatter the body. The collection's balance of ultra-feminine styling and use of print and color embodies exactly what our customer is looking for when shopping for spring fashion."

Doo-Ri Chung has quickly established herself as a designer whose work is admired as much for its beauty as for its technical brilliance. Since launching her signature collection in 2003, Chung has made her mark as one of the leading lights of the next generation of great

American designers. Following graduation from the prestigious Parsons The New School of Design, she worked with the legendary Geoffrey Beene for five years and rose to the position of lead designer. During her tenure, she honed her gifts for sinuous draping and technical precision that have become the hallmarks of Doo-Ri design. The brand rapidly found critical and commercial success in the densely populated New York design community. Within a year of launching her label, Chung was named as a finalist in the first-ever Council of Fashion Designers of America/Vogue Fashion Fund (CVFF) and was prominently featured in the Douglas Kieve film "Seamless," which documented the challenges and triumphs of three talented designers with growing businesses. By 2005, she had been inducted as a member of the Council of Fashion Designers of America (CFDA) and in 2006 won the Samsung Fashion Design Fund Award, CFDA Swarovski/Perry Ellis Award for Emerging Design Talent and the CVFF grand prize. In that same year, she also became the first American designer to be nominated for Switzerland's Stella Award.

Additional designers in the 2012 series will be announced individually in advance of each capsule. For more information about "Doo-Ri 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=50034494&lang=en>

SOURCE: Macy's

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