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macy's inc

## Cody Simpson Joins American Rag “ALL ACCESS” Campaign

*Multi-talented performer Cody Simpson to give fans “ALL ACCESS” through videos, in-store performances, sweepstakes to win a private meet-and-greet, and much more*

NEW YORK--(BUSINESS WIRE)-- Pop singing sensation Cody Simpson was announced today as the latest artist to join the American Rag “ALL ACCESS” campaign kicking off July 28 and continuing through November. American Rag, available only at Macy’s, launched the program in February, bringing its customers access to exclusive music, videos, sweepstakes and in-store appearances from some of today’s hottest rising stars. Simpson’s collaboration with ALL ACCESS for American Rag will include everything from social activations to marketing and advertising collateral that will feature Simpson modeling American Rag’s latest looks for the fall season.



“I’m excited to team up with American Rag and connect with my fans through the ALL ACCESS campaign,” said Simpson. “This program is an all-access pass, giving me the opportunity to share music, photos and behind-the-scenes details with my fans, and to even perform and meet them in person. It’s a great mix of fashion and music that they can’t experience anywhere else.”

Australian native Cody Simpson first exploded onto the worldwide music scene after uploading videos of himself singing on YouTube, and he will continue

Cody Simpson Joins Macy's American Rag's "ALL ACCESS" Campaign  
(Photo: Business Wire)

getting social with his fans through the American Rag ALL ACCESS campaign. From takeovers of American Rag's Instagram account ([instagram.com/raggedmag](https://www.instagram.com/raggedmag)) to blog posts on [RaggedMag.com](http://RaggedMag.com) that offer insight on his latest projects and musical process, Simpson will be sharing special content with fans throughout the program. The campaign will involve a variety of customer-engaging activations including:

### **In-Store Appearance**

On Nov. 8, customers at Macy's Roosevelt Field will have the opportunity to see a live performance from Simpson, plus take part in a meet-and-greet\* with any \$40 American Rag Juniors or Young Men's purchase (\*while time permits).

### **Instagram Flyaway Contest**

Fans will have the opportunity to win a once-in-a-lifetime meeting with Simpson by getting social as part of the ALL ACCESS campaign. From Sept. 8 through Oct. 6, fans can "regram" the official contest photo posted on September 8 from [@raggedmag](https://www.instagram.com/raggedmag), using the hash-tag #ARAllAccess for an opportunity to win a trip for two to Los Angeles for a private meet-and-greet with Simpson at his in-store appearance on Nov. 8 and a \$500 American Rag wardrobe.

### **RAGGED Mag Cody Simpson Issue**

RAGGED Mag – the Cody Simpson issue – will hit stands at Barnes & Noble stores nationwide this September featuring the Simpson on the cover. The singer serves as editor-at-large, curating this issue that will include exclusive behind-the-scenes info and photography featuring Simpson.

Music has played an integral part in Simpson's life since he was a child. Inspired by his father's musical talent, he asked for his own guitar and began taking lessons at the age of seven. Now with more than 6.8 million Twitter followers, more than 7.6 million Facebook likes and more than 197 million YouTube views, 17-year-old pop star Cody Simpson is a teen phenomenon. Simpson recently released "The Acoustic Sessions" EP, which features the hit single *Surfboard* and follows the release of his sophomore album, 2013's "Surfers Paradise" that debuted TOP 10 on the Billboard 200 chart. Simpson also recently participated as a contestant on ABC's "Dancing With The Stars."

The American Rag ALL ACCESS campaign launched in February 2014 with pop-rock group *We The Kings*, followed by actress and singer Lucy Hale in April 2014. Throughout both programs, participating artists created and curated exclusive content for American Rag's digital properties, including [raggedmag.com](http://raggedmag.com) and its social media channels.

American Rag is available exclusively at Macy's. For more information on "ALL ACCESS," customers can visit [raggedmag.com](http://raggedmag.com).

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at [macys.com](http://macys.com). Via its stores, e-commerce site,

mobile and social platforms, Macy's offers 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. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 million each year to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at [macys.com/pressroom](http://macys.com/pressroom).

### **About American Rag**

American Rag is a clothing brand for girls and guys sold exclusively at Macy's in 610 stores nationwide, since 2003. The concept for the American Rag brand was born out of a small store called "American Rag" in Los Angeles, offering style-seekers of all types new and vintage-inspired clothing. American Rag epitomizes carefree, cool style through casual clothing with an indie vibe for young men and women. The American Rag female shopper is looking for a fresh, unique style yet still wants to look and feel sexy.

### **About RAGGED**

Since 2006, American Rag has powered RAGGED, a free magazine featuring some of the hottest bands and artists all sporting American Rag threads. RAGGED is where music meets fashion and promises to give readers fresh inspiration for their own personal style and a new favorite band all at once. Download each issue of RAGGED, brought to you by American Rag, for FREE at <http://raggedmag.com/> where music meets fashion.

For more information on American Rag or RAGGED visit [facebook.com/AmericanRag](https://www.facebook.com/AmericanRag) or [raggedmag.com](http://raggedmag.com).

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140724005936/en/>

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