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macy's inc

Tastemaker and Trendsetter Sofia Richie Launches Exclusive Collection With Macy's

The Sofia Richie x bar III collection features trend-forward styles for the customer who wants a little extra fashion in their wardrobe

NEW YORK--(BUSINESS WIRE)-- Today, trendsetter and entrepreneur Sofia Richie launched a limited-edition exclusive collection with Macy's (NYSE:M) private brand, bar III. Created in partnership with Reunited Clothing, the Sofia Richie collection features casual silhouettes in knits, faux-leather outerwear and matching sets. The collection is available in sizes XXS to XXL with 36 styles ranging from \$39.50 to \$149.50. Shop the collection now on [macys.com/sofiarichie](https://www.macys.com/sofiarichie) and in select Macy's locations nationwide.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211104006000/en/>



“The Sofia Richie x bar III collection allows me to bring my personal style to my followers,” said Richie. “From the silky sets to the faux-leather jackets and coats, I want customers to find easy, chic pieces to incorporate in their wardrobes.”

The Sofia Richie x bar III collection features runway trends with neutral hues and graphic prints that take form in versatile shapes that can seamlessly work into fall and winter outfits. Plus, with styles available for both warm and cooler climates, Sofia Richie x bar III has the pieces for both a chilly fall night or a mid-winter tropical vacation.

“We are excited to launch our collaboration with Sofia Richie for bar III. This collection brings her impeccable personal style directly to the Macy's fashion consumer through the lens of the season's key trends, said Durand Guion,

Discover the Sofia Richie x bar III collection at Macy's; Cutout Shrug Sweater, \$59.00 (Photo: Business Wire)

vice president, Macy's Fashion Office.”

Shop the Sofia Richie x bar III collection, available now, at select Macy's stores and on [macys.com/sofiarichie](https://www.macys.com/sofiarichie).

About Macy's

For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by macys.com, our award-winning mobile app and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues and communities.

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Gabrielle Baum, Macy's Media Relations

gabrielle.baum@macys.com

Sheikina Liverpool, Macy's Media Relations

sheikina.liverpool@macys.com

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