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macy's inc

Rachel Bilson Launches "Edie Rose Home" Exclusively at Macy's

"Edie Rose Home" pairs style and whimsy in eclectic and affordable tabletop collection

NEW YORK--(BUSINESS WIRE)-- Macy's today announced the launch of "Edie Rose Home," an exclusive tabletop collection designed by actress and fashionista, Rachel Bilson. The style icon can add houseware designer to her resume with the debut of her feminine and fresh tabletop line now available at select Macy's stores nationwide and on macys.com.

"Edie Rose Home" Peacock Lidded Box, \$25.00, available exclusively at select Macy's stores and macys.com (Photo: Business Wire)

Bilson's passion for home furnishing dates back to her childhood. While other young girls were collecting dolls, Bilson was gathering dishes. Years later, when she found herself in need of dishes for her own home, she could not find anything that reflected her unique flare for entertaining.

"I was on what seemed like an endless search for really cute dishware and tabletop items when I thought it would be fun to design what I was looking for. I have a passion for dishes and thought it would be a great opportunity to design exactly what I wanted -- cute and stylish entertaining and dining ware that is affordable," explained Bilson.

Inspired by her grandmother, Edie, and a dear family friend, Rose, Rachel resolved to create a tabletop line that would meet her needs, as well as those of so many other young women. The brand aims to appeal to the modern woman at various stages of her life, whether she is going off to college, decorating her first apartment, registering for her wedding or simply in need of beautiful items for her home.

"Edie Rose Home" truly reflects Rachel's personal style and is a fresh twist on traditional tabletop collections. Each item is intended to be mixed and matched, as solid pieces are layered with patterns and figural dishes. A chic color pallet of turquoise, aqua, black and white serves as a backdrop for the collection, and Bilson's love of birds, butterflies and all things whimsical are evident throughout the line. The products are affordably priced with pieces ranging from \$12.00 to \$58.00.

"Edie Rose Home reflects a timely aesthetic that appeals to the fashion savvy Macy's customer," said Steve Cardino, vice president and fashion director of Macy's Home Store. "We are proud to be the exclusive retailer of this eclectic and affordable collection that infuses Rachel's eye for style with everyday pieces for the home."

"Our team was thrilled to work with Rachel and help bring her inspiration to life. She has created a fresh look for the industry, which we are certain, will resonate with Macy's shoppers," said Steve Baram president and CEO of Fitz and Floyd.

About Edie Rose Home

Edie Rose Home is a houseware brand designed and launched in January 2011 by Rachel Bilson. The collection promotes creative freedom and inspired individuality.

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, please visit our online pressroom at www.macys.com/pressroom.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6605938&lang=en>

Source: Macy's, Inc.