

February 14, 2011

macys<sup>★</sup> inc

## Macy's New Designer Capsule Collection Series Launches Tomorrow with Kinder Aggugini

"Kinder Aggugini for Impulse only at Macy's" to be sold for a limited time in approximately 225 stores nationwide and at macys.com, beginning February 15

NEW YORK--(BUSINESS WIRE)-- Tomorrow Macy's (NYSE:M) will unveil the first line in its designer collaboration series launching with Kinder Aggugini, whose collection will be available for a limited time at approximately 225 Macy's stores nationwide and on macys.com. Former ghost designer for some of the world's most notable luxury brands, including Versace, Calvin Klein, John Galliano and Vivienne Westwood, Aggugini has designed a capsule collection exclusive to Macy's that conveys his self-described "Sid Vicious Meets Coco Chanel" aesthetic. With approximately 40 pieces in the assortment, the Kinder Aggugini collection will be priced affordably, with most of the line averaging from \$40-\$140.

"KINDER Aggugini for Impulse Only at Macy's" collection available at select Macy's stores beginning February 15 (Photo: Business Wire)

Kinder Aggugini is the first international designer to take part in Macy's fashion initiative that will engage acclaimed fashion designers to create a series of rotating collections for the retailer's contemporary fashion Impulse department. Continuing throughout the year, a new capsule will rotate onto the floor every few months, offering limited-edition women's apparel pieces. Macy's new capsule collection series will officially launch on Feb. 15, 2011, celebrated with a kickoff event attended by Aggugini and Edita Vilkeviciute (model for the advertising campaign) at Macy's New York flagship Herald Square.

"The launch of Kinder Aggugini at Macy's will capture the attention of our fashion customers across the country who will want to be the first to have designs from this extraordinary London-based talent at an affordable price," said Jeff Gennette, Macy's chief merchandising officer. "Macy's is incredibly excited to offer a collection by an established designer with Kinder's pedigree and illustrious design aesthetic to our Impulse customer, reaffirming that Macy's is a unique destination for aspirational and sophisticated fashion."

"Kinder Aggugini for Impulse only at Macy's" features modern, feminine and figure-flattering silhouettes in two contemporary color stories: grey and blue with purple prints and soft pink and black. Priced on average from \$40-\$140, with specialty pieces selling up to \$300 - the line features jackets, knitwear, dresses and shorts. Key items include tailored leather and boucle jackets, soft cardigans, ultra-feminine silk shorts and Kimono-style dresses with Kinder's signature touches. Clearly a reflection of Kinder's personality, this collection fuses his Savile Row skills with refined elements of his signature looks and rock 'n roll attitude. Each piece is collectible, and when combined together, translates into a wardrobe full of

surprises and total individualism. Other designers in the series will be announced individually in advance of each capsule.

"My first encounter with Kinder was in London at his runway show for Spring 2010," said Nicole Fischelis, group vice president and Fashion Director of Macy's. "I did not know anything about his amazing background, but I was blown away by the mastering of his craft, his interesting fabric mixing, unique prints and color sensibility. A story was unfolding with an edge of whimsy that was almost surreal."

Kinder Aggugini was born in Milan and moved to London at 19 to study at Saint Martins School of Art. He began his career in London's Savile Row and later landed a job with John Galiano after showing up for his interview dressed as a police officer. He went on to work with icons such as Vivienne Westwood and Paul Smith and prestigious luxury design houses including Calvin Klein, Costume National and Versace after the death of Gianni. In 1997, he served as a consultant for the most covetable luxury brands in the world through Kinder Fashion Design. After being fashion's best kept secret for years, Kinder stepped out from behind the scenes with his first solo collection of both men's and womenswear in Winter 2006. Entitled "Out of the Blue and into the Black," this collection offered painstakingly developed luxury fabrics that gave the collection a signature iridescence of dark navy hues. Kinder has created eight collections since, and showed his collection at London Fashion Week during Winter 2009.

For more information about the designer capsule collection series, please visit [www.macys.com/pressroom](http://www.macys.com/pressroom). Beginning February 15, 2011, Macy's customers can purchase the "Kinder Aggugini for Impulse only at Macy's" collection by visiting [www.macys.com/impulse](http://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](http://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](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6610711&lang=en>