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Find More With Remarkable Spring Fashion at Macy's

Seek style inspiration online at Macy's Presents The Edit, curated by Macy's Fashion Office

Macy's spring 2019 campaign, Find More, highlights the feeling of confidence and self-expression created by wearing the perfect look

@macys social explores all the ways to "Redefine Beautiful"

NEW YORK--(BUSINESS WIRE)-- This spring, Macy's is celebrating beauty in all its forms, expanding and redefining the word through a deeply personal campaign and fresh fashion assortment that speaks to individuality. The seasonal transition encourages a new outlook on self-expression, encompassing fashion, beauty and home at Macy's. Inspired by the sea with hues of blue and white, the combination creates a feeling of coastal cool, while an elevated palette of pastels and metallic add an air of sophistication. [Macy's Presents The Edit](#) is the digital destination to explore these trends, as well as find inspiration and dive into must-have It List items curated by the experts in Macy's Fashion Office. These trends and more are featured in Macy's new television spot, "Find More," which follows everyday remarkable women using fashion to display confidence and personal expression. Macy's social media is also challenging expectations through a new campaign called Redefining Beautiful, exploring the diverse and personal meanings of the word through a series of individual portraits.

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

<https://www.businesswire.com/news/home/20190311005473/en/>

"Spring brings inspiration and freshness, making it the perfect time to upgrade your wardrobe and discover new trends," said Durand Guion, vice president, Macy's Fashion Office. "We've scoured the globe to curate our spring assortment, transporting our customers to pristine beaches with airy pieces that feel both cozy and elevated. Touches of metallic and iridescence add personality, while a rainbow of pastels evoke the most important colors of the season. We want customers to define their own version of style and beauty this spring with remarkable pieces that feel personal."

Macy's spring 2019 campaign, Find More, is a powerful ode to women finding their remarkable selves as they go about their everyday lives. The 60-second commercial, created by Macy's and BBDO New York, is airing now through April 6. The spot features an original poem read aloud as a diverse group of women go confidently through their days, exemplifying beauty in its many forms. The spot follows women living their ordinary, extraordinary lives, using fashion to express themselves to the world.

These individual expressions of self and beauty are also explored on Macy's social media channels. Individual women are featured in photos and videos overlaid with each woman's



Macy's Spring 2019 remarkable fashion, beauty and home assortment is inspired by coastal culture and individuality. Taylor dress, \$119; Steve Madden handbag, \$78; INC International Concepts jewelry, \$29.50-\$79.50. (Photo: Business Wire)

Meet Durand Guion and his style-driving team as they share an inside view of how they gather trends from across the globe, reinterpret ideas for the Macy's shopper and curate the must-have items that populate Macy's stores and online nationwide. The three-episode series is available now in [The Scoop](#) on Macy's Presents The Edit, as well as [YouTube.com/Macys](#).

Spring Fashion

Inspired by elevated surf culture from Montauk to Malibu, the coastal cool trend for the season is cozy and tranquil. Sophisticated silhouettes in a palette of moody blues, crisp whites and neutrals are spring must-haves, as are casual tie-dye prints reminiscent of the sea and natural textures. Crochet, mélange knits and fisherman stitching make sweaters perfect for warming temperatures, especially when paired with laid-back, frayed, high-rise or wide-leg denim. Refined straw, raffia, rope and woven leathers are key materials in accessories. From navy to cerulean and azure, bags, shoes, jewelry and watches are found in a calming array of gradient blues. Stripes and logo detailing with a strong emphasis on denim also give a welcome refresh to accessories this spring, and stackable sets of jewelry

personal definition of beauty. These descriptions will be as unique as the women writing them, exemplifying the limitless nature of beauty. Macy's Instagram encourages viewers to find more with inspiring content that defies conventional labels of what is beautiful.

Remarkable individual style can also be found within Macy's Style Crew. Launched in fall 2017, Macy's Style Crew now includes nearly 1,000 employee ambassadors, each showcasing their individual sense of style and flair. The Style Crew taps into Macy's own network of style-obsessed, social-savvy colleagues who share their favorite looks, including unique and eye-catching ways to rock the latest trends in fashion, beauty and home, through their own social media channels. Check out [#macysstylecrew](#) and [@macys](#) on Instagram, as well as [macys.com/stylecrew](#) for more.

Interested in a behind-the-scenes look at how remarkable fashion comes to life at Macy's? Macy's teamed up with The New York Times' T Brand Studio for an inside look at how trends are born. Get to know Macy's Fashion Office—the team that dresses America.

add another layer of style. In menswear, confidence is everything. Statement denim is an essential, featuring unique printed patterns and washes. Bold prints take over athleisure as the track suit becomes the go-to for the weekend.

The season's staple pastel palette also steps into the future with a dose of shine. These softer shades are anything but quiet in everything from chic outerwear to skirts and dresses with longer hemlines. For the ultimate combination of power and femininity, try the pastel suit. A chunky sole sneaker adds a dose of freshness to any of these looks. Intimates also get a feminine update with silky materials in soft pastels and botanic prints. In jewelry, sculpted florals and pastel stones add a touch of light to any style.

Spring Beauty

Channeling otherworldly beauty, spring is all about standout looks. Be a galactic muse by creating prismatic effects through powders and glosses that give crystal-like dimension, including Too Faced Diamond Light Multi-use Highlighter. Play up the metallic style with Anastasia Beverly Hills Dream Glow Kit and highlight a precious metal selection that brings glamour to the forefront. Winky Lux has an assortment of glosses and balms to bring out your inner cosmic dweller with nude and glowy lips. Bring out the skin's natural iridescence and glow with hydrating serums and retinol treatments. Upgrade any look from winter to spring with the floral notes in Tiffany Sheer and Chanel Chance Eau Tendre fragrances.

Spring Home and Entertaining

A relaxed and calm home inspired by the blues of the coast is essential for spring. With an elevated collection of blue tones in kitchenware, textiles and tabletop decor, home feels fresh and light. Add a touch of nature by bringing the outdoors in with an Aerogarden by Goodful, which allows herbs to grow and flourish on the kitchen counter. Natural finishes provide a sense of tranquility and ease. Coastal figural dishes and serveware from The Cellar will make this spring's dining feel like a seaside experience. Continue to renew and rest with a selection of bedding from Martha Stewart Collection, featuring clean lines and nautical patterns. The Olaria Dinnerware Set from Hotel Collection combines cool stone colors and texture with a raw edge white porcelain, which draws from the simplicity of white.

No home is complete for spring without a little cleaning and revamping. Upgrade your mattress and with a selection of the most sought after brands, with convenient delivery options for everyone – from the compactness of a box delivered to your door to the premium white glove delivery option which includes in-home assembly. From a personalized and tech-driven Bedgear mattress to foam favorites like Purple and Simba, Macy's assortment makes it the mattress destination. Visit macys.com for the full mattress selection and options to start spring on the right side of the bed.

For help finding your own version of remarkable, customers can utilize superb style, home and gifting advice through MyStylist@Macy's, a fun, fast and free personal shopping service. Check out macys.com/mystylist to book an appointment and learn more.

About Macy's

Macy's is America's store for life. The largest retail brand of Macy's, Inc. (NYSE:M) delivers quality fashion at affordable prices to customers at approximately 650 locations in 44 states,

the District of Columbia, Puerto Rico, and Guam, as well as to customers in more than 100 international destinations through leading e-commerce site macys.com. Macy's inspires fashion exploration and discovery through the most desired family of exclusive brands for her, for him, for the home, and via our dynamic mobile and social platforms. We know the power of celebration, demonstrated through decades of memorable experiences created during 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. Macy's flagship stores – including New York City's Herald Square – are internationally renowned and preeminent destinations for tourists. With the collective support of our customers and employees, Macy's builds community and helps make a difference in every market we serve, supporting local and national charities by giving nearly \$50 million each year, plus 146,000 hours of volunteer service. For more than 160 years, Macy's has, and continues to, make life shine brighter for our customers, colleagues, and communities.

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