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Threads & Heirs Men's Line to Launch Exclusively at Macy's

Debut Threads & Heirs Collection Includes Designs by Ruffian in Partnership with LF USA

NEW YORK--(BUSINESS WIRE)-- Today Macy's (NYSE: M) announced the launch of the new men's fashion brand, Threads & Heirs, which will be exclusively available at 200 Macy's stores nationwide and on macys.com in March 2010. Produced by LF USA's Oxford Collections and designed in part by acclaimed luxury designers and New York fashion darlings Ruffian, the collection will offer a modern style sensibility and deliver desirable men's fashion at an affordable price.

"Threads & Heirs embraces a new modern attitude in menswear, focused on the grab-and-go guy," said Jeff Gennette, Macy's, Inc. chief merchandising officer. "The debut capsule collection by internationally-renowned designers Brian Wolk and Claude Morais of Ruffian sets the stage for a unique new perspective in contemporary menswear."

The Threads & Heirs man expects the latest looks in quality fabrications that take him from a day at the office to a night on the town. Positioned to offer great value, the line will consist of tops and jackets ranging from \$24 for a t-shirt to \$99 for a jacket. The Threads & Heirs line was developed to respond to the 20- to 40-something male who cares about what he looks like and is style and label conscious but price sensitive. His regular media consumption makes him savvy to design elements in garments, such as good construction and product longevity. With a casual sensibility, the Threads & Heirs label aims to provide cool style with a slim silhouette and unique trimmings.

"The Threads & Heirs collaboration with Ruffian was an easy fit for Macy's vision of a fashion forward men's collection," said Durand Guion, Macy's fashion director for men's. "Ruffian's juxtaposition between classic and cutting edge along with their design integrity speaks directly to this trendy male consumer."

Brian Wolk and Claude Morais are the designers behind Ruffian, the critically acclaimed cult New York label. With extensive training in fashion, as well as dressing the stars, their work is one of the few fashion brands that goes to extremes and circles back. Drawing inspiration from cinema, European court culture and American iconography, Ruffian will apply their unique design aesthetic to this exclusive Macy's brand.

"Designing the collection was a very organic process for us," said Brian Wolk and Claude Morais of Ruffian. "We simply designed clothes that we wanted to wear, inspired by our neighborhood lifestyle in Williamsburg, Brooklyn."

Threads & Heirs will be available exclusively in select Macy's stores and on macys.com in March 2010.

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 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.

About LF USA

LF USA, is a subsidiary of Li & Fung Limited, the world's leading sourcing company for consumer goods, managing the supply chain for retailers and brands worldwide. Headquartered in Hong Kong, the Group services its customer globally through a sourcing network of over 70 offices and 40 countries and territories. Corporate website: www.lifung.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6084868&lang=en>

Source: Macy's, Inc.