MACY’S CELEBRATES LUNAR NEW YEAR 2016

The “Year of the Monkey” swings onto the calendar on February 8

New York, NY – February 3, 2016 – This month, Macy’s will honor the “Year of the Monkey” with celebrations taking place across the country that will proclaim a fresh start for this Lunar New Year. Through a variety of channels including artistic performances, fashion, in-store visuals and cuisine presentations at select stores nationwide, the uniqueness of Asian culture will be on prominent display for visitors to admire while they shop.

“As a retailer dedicated to celebrating the diverse cultures and backgrounds of both our customers and employees, Macy’s is thrilled to honor the ‘Year of the Monkey’ in stores nationwide for Lunar New Year 2016,” said William Hawthorne, senior vice president of Diversity Strategies, Macy’s, Inc. “As part of our annual celebration of Asian culture, select stores will honor the ‘Year of the Monkey’ with themed special events and specialized, limited-edition merchandise including cosmetics, fragrances, handbags and fashion accessories. Each year, the products and festivities have become bigger and better and I am so excited for our customers to experience Lunar New Year 2016.”

Macy’s will present locally relevant merchandise to specific markets by offering an amplified assortment of Lunar New Year-themed products. Cosmetics and fragrances will have a much larger presence with specialty products, packaging, samples, visuals and gifts with purchase. The color palette makes a statement this year as a metallic partnering of gold and red, and will be very pronounced among cosmetics packaging, fine and fashion jewelry, handbags and intimate apparel. Fashion jewelry will showcase a noticeable contribution as well with an exclusive kate spade new york “Year of the Monkey” gold charm necklace and zodiac charms. These hand-picked items, along with home goods including textiles, bedding, Godiva® chocolates and housewares, will also be offering products in the exclusive color palette.

In-store special events will take place beginning on Feb. 6 through Feb. 20 in select cities across the country. Guests will be treated to family-friendly, Lunar New Year-themed activities ranging from Lion Dance and live musical performances to fashion presentations and authentic cuisine. In addition, with any $75 purchase during the event, attendees will have the opportunity to receive a limited-edition “Year of the Monkey” red and gold tote*. 

*While supplies last.
Macy’s Lunar New Year festivities will also include localized advertising, in-store poster signs and window displays, as well as tourism outreach offering exclusive savings for travelers visiting from China during the month of February.

Below are the dates and locations for Macy’s Lunar New Year in-store celebrations:

Macy’s Southcenter – Tukwila, WA – Feb. 6  
Macy’s Herald Square – New York City – Feb. 11  
Macy’s South Coast Plaza – Costa Mesa, CA – Feb. 13  
Macy’s Santa Anita – Arcadia, CA – Feb. 13  
Macy’s Flushing – Queens, NY – Feb. 13  
Macy’s Union Square – San Francisco – Feb. 20  
Macy’s Valley Fair – Santa Clara, CA – Feb. 20

For a complete listing of specific event details, products and additional information please visit www.macys.com/lunar.

*Make any purchase of $75 or more and receive a commemorative Year of the Monkey tote bag. Qualifying purchase must be made during the event. While supplies last. Event subject to change or cancellation.

About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 734 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy’s offers 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® and the Macy’s Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy’s flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy’s helps strengthen communities by supporting local and national charities giving more than $69 million each year to help make a difference in the lives of our customers.

For Macy’s media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.